



NVIDIA CORPORATE BRAND GUIDELINES

1.2

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NVIDIA CORPORATE BRAND GUIDELINES

INTRODUCTION

01

OUR BRAND BELIEFS

1.1

The convergence of technology, science and art is upon us.

We may work in this world of the “what” and “how,” but we live in the “wow.”

There is a whole world behind the one we live in. A world where concept meets code — where the virtual becomes real.

NVIDIA’s multi-dimensional approach to processing harnesses complexity – enabling our end users to create, experience and explore in a way that astonishes and delights them.

What we are capable of today is never good enough. We focus on creating for tomorrow.

From immersive entertainment experiences to solutions for the world’s hardest computing problems, our ingenuity drops jaws and widens eyes, transporting customers into a new reality and enabling them to do the impossible.

Astounding

Insatiable

Engaging

Transformative

Passionate



CAPTIVATE
+
AMAZE

THESE GUIDELINES

1.2

These guidelines were created to help everyone charged with communicating on behalf of the NVIDIA Corporation worldwide understand the NVIDIA brand and identity.

The following pages contain guiding principles and specific rules about NVIDIA's new design system that are intended to make the job easier, not hinder creative expression.

With your help, we can bring our strengths to life and build renewed excitement around the NVIDIA brand.

For readers new to this guideline, please begin by reading through Chapter 2, where essential elements that comprise the NVIDIA design system are introduced. Continue onwards to Chapter 3, where each element is discussed in more detail. Chapter 4 applies the NVIDIA design system to practical examples. For partner co-branding with the design system, see Chapter 5. If including badges into deliverables, Chapter 6 introduces these.

If any questions or comments arise, or to report incorrect usage of the NVIDIA design system, please e-mail brand@nvidia.com.

NVIDIA CORPORATE BRAND GUIDELINES

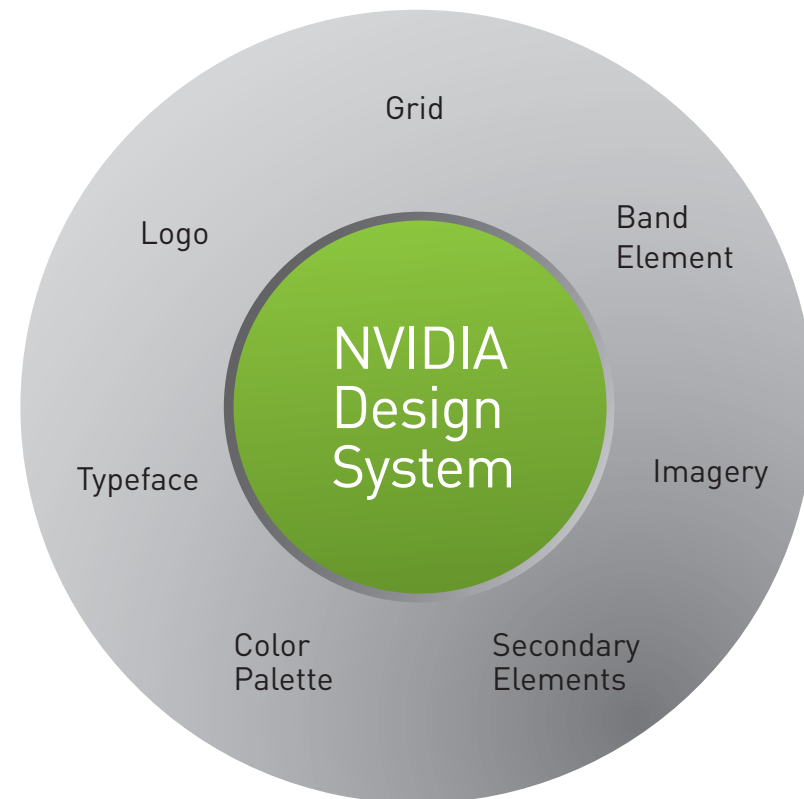
VISUAL ELEMENTS

02

INTRODUCTION

Welcome to the face of NVIDIA. The following chapter covers the core of the NVIDIA design system, which consists of the following:

- > The NVIDIA logo
- > Typeface
- > Color palette
- > Imagery
- > Band (Primary and/or Secondary)
- > Grid
- > Secondary Elements



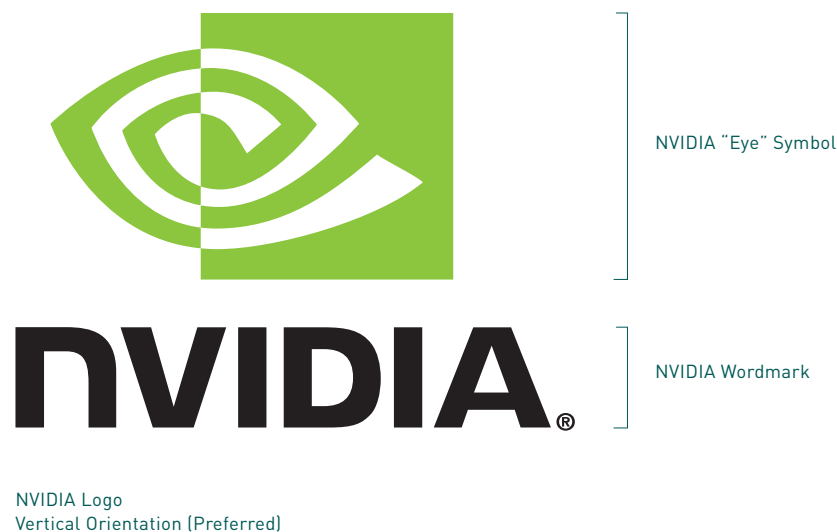
Think about a logo as the corporate equivalent of a person's unique signature. NVIDIA signs all of its communications with the logo.

The NVIDIA logo establishes the company's presence and should appear on all communication materials from the company. Following these guidelines will guarantee that the logo is used correctly. These guidelines also establish rules for co-branding with NVIDIA and its partners (See Chapter 5 on Partner Co-Branding for more information)

The position, size, color, proportions, and spatial relationships of the NVIDIA logo may not be altered. Always use the approved NVIDIA logo artwork. Do not redraw or re-create the logo.

NVIDIA is always written in upper case.

For NVIDIA logo usage, refer to Chapter 3.



THE PRIMARY BAND (3D)

The NVIDIA bands are the main visual signature elements of the NVIDIA system.

THE PRIMARY BAND

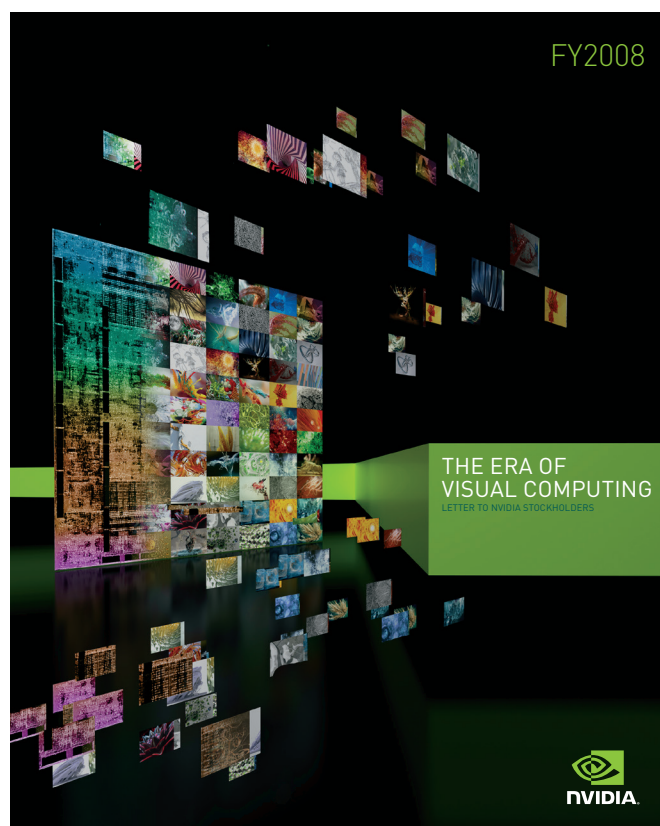
The primary band is a rendered three-dimensional graphic that shows how NVIDIA allows people to dive deeper into visual computing. It is never used alone, but weaves itself into a high-quality rendering, framing the image, and visually activating its depth and negative space.

To keep a fresh look, the primary band should be reserved for use with striking imagery, and in applications requiring maximum impact, such as brochure covers, ads, and the NVIDIA home page.

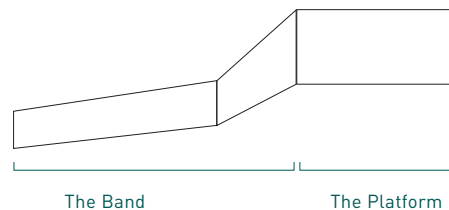
The primary band consists of two elements: the platform and the band. The platform is the first segment that lies flat to the picture plane and can contain titles, headlines, or the NVIDIA logo. The band dives three-dimensionally into the image and takes on the lighting and perspective of the image.

While its main purpose is to highlight the image surrounding it, the primary band is also an example of NVIDIA quality. It is reserved for use exclusively in NVIDIA-generated communications and is not allowed for partner use.

For more detail on the primary band element, including proper usage, see Chapter 3.6



Primary Band



THE SECONDARY BAND (2D)

2.4

THE SECONDARY BAND

The secondary band is a more easily implemented two-dimensional version of the primary band. It is always flat on the page and is not subject to the lighting or perspective of any background image.

It can be used on covers and internal pages of communications. Like the primary band, it can be used to frame background imagery, but can also be used without an image. It is more flexible than the primary band in that it can contain headlines, text, or images instead of headlines alone. To maintain the highest visual impact, care should be taken to balance the amount of content being placed in the band.

Available for partner use, its ease of creation makes it simpler to include a dedicated area of NVIDIA branding in their communications. In these partner communications, all elements within the secondary band should follow the rules outlined in these guidelines. Partners may not use their identity within the band.

For more detail on the secondary band, please see Chapter 3.8–3.23.

For more information on Partner Co-Branding, please see Chapter 5.



Secondary Band

COLOR PALETTE

The NVIDIA color palette offers a narrow range of colors that, when effectively used, allow for many ways to create successful communication pieces. The palette's spectrum reflects the cutting-edge, exciting, and precise products and technologies that NVIDIA offers to consumers.

The NVIDIA primary color palette is composed of three colors: NVIDIA Green, NVIDIA Rich Black, and white.

Regular black (0/0/0/100) should not be used when creating gradients, but should be used for body copy. Rich black should never be used for body copy.

The NVIDIA secondary palette is composed of two colors: NVIDIA Green Two and NVIDIA Green Three. These should be used as accent colors, shown in the color use ratio charts on Chapter 3.3.

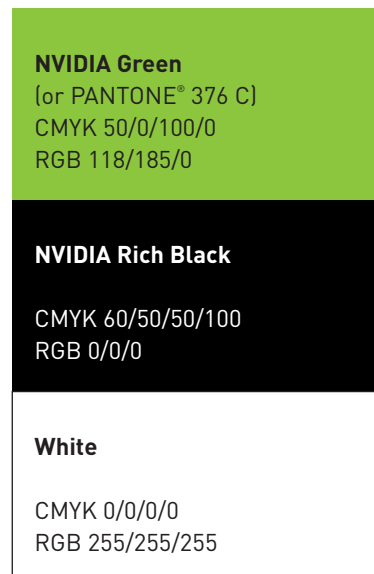
All colors in the NVIDIA color palette have precise references, shown in the specifications on this page. Use these colors at full intensity or as tints.

Slight variances in color may occur when the colors are printed through different processes or reproduced in different media.

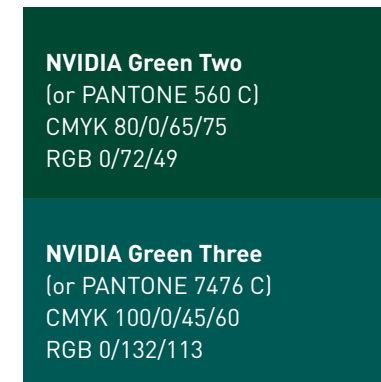
For more information on color use, see Chapter 3.4

In lieu of the colors listed on this page, PANTONE® colors may be used, the standards for which can be found in the current edition of the PANTONE formula guide. The colors, CMYK and RGB breakdowns shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.

Primary Palette



Secondary Palette



The NVIDIA identity uses DIN Pro for all its printed communications. Its timeless appearance creates a variety of moods to great effect, from formal to edgy. For NVIDIA, DIN Pro always uses:

- > All caps in headlines
- > Upper- and lower-case in copy
- > Product names as required by their trademark that use lower-case letters or bi-capitalization (PhysX) can use upper & lower-case as needed.

WHEN USING NUMBERS

DIN Pro is an OpenType® Font, and has different ways of rendering and spacing numbers:

- > Use *Proportional Lining* when readability is key, e.g., when listing phone numbers
- > Use *Tabular Lining* in tables and when listing numerical information in rows and columns

Different numbering styles can be selected in Adobe® applications: In Illustrator®, use the OpenType palette; in InDesign®, use the OpenType menu within the character palette.

SECONDARY APPLICATIONS

When applying the NVIDIA system to the Web or PowerPoint presentations, use Trebuchet instead of DIN Pro in designs and PDF technical publications.

Unless otherwise noted, DIN Pro is not a freely distributable font, and must be purchased or licensed before use. Trebuchet is available by default on all current Mac and PC systems.

For more information on type usage, see Chapter 3.16–3.24

DIN Pro is the official typeface of NVIDIA. Several weights are available.

DIN Pro Light

Regular weight is used for most copy text.

DIN Pro Regular

Most type set in the band element uses Medium weight.

DIN Pro Medium

For headlines or callouts, heavier weights may be used.

DIN Pro Bold

For PowerPoint and other use where DIN Pro is not available, Trebuchet is the chosen alternate font.

Trebuchet (For use on the web and in PowerPoint)

0123456789
0829100293
2039101294
4820320191

Tabular Lining

123456789
329103840
113493885
203920282

Proportional Lining

@ ✓ @ ✗

When using the “at” symbol (@), avoid using the default character (shown on the right). Instead, if the application supports OpenType and Stylistic Alternates, use the alternative glyphs.

Photoshop

Type Window > flydown menu > OpenType > Stylistic Alternates

Illustrator

OpenType Window > Stylistic Alternate Button

InDesign

Window > Type and Tables > Glyphs, select the correct “@” symbol

VISUAL ELEMENTS

IMAGERY

2.7

As a company dedicated to providing amazing visual experiences, imagery is key to communicating NVIDIA's position at the intersection of art, science, and technology. Its communication pieces should emphasize artistic beauty as well as technical superiority. Images should be chosen to showcase the creativity of artists and researchers who use NVIDIA technology to create possibilities that could not exist in the real world.

NVIDIA's involvement in computer graphics runs deeper than just gaming. Gaming and character-based visuals appeal only to a narrow segment of NVIDIA's current and future markets, and should be used sparingly and only in situations directly gaming-related.

Three-dimensional art is almost always seen in two dimensions, whether on a page, computer screen, or television. Images should be selected that, through composition or photographic technique, successfully transmit the feeling of depth to a flat surface. Asymmetric compositions can suggest drama and grandeur. And photographic techniques (motion blur, depth of field) can showcase NVIDIA technologies while bringing a sense of energy, depth, and bold movement to an otherwise flat image.

Today, rendered images are often indistinguishable from photography and are not readily identified as being artificially created. To counteract this without degrading the technical qualities of the image, subjects that could not exist in the real world should be selected.



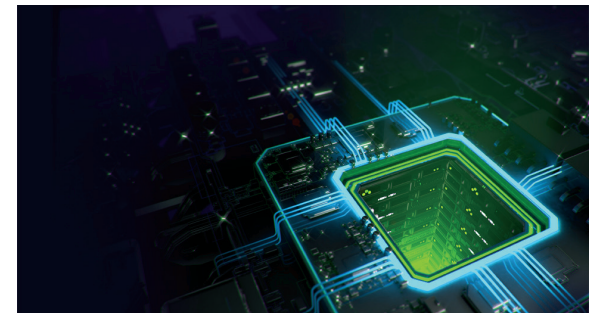
GeForce



Quadro



3D Vision



Tesla



Tegra



Corporate

SEGMENTATION CHART

2.8

The NVIDIA visual brand has been modulated to create three distinct but closely related styles. The chart to the right outlines the proper use of the elements introduced in this chapter and how they can differ for each segment.

Corporate encompasses all business and financial communications related to NVIDIA as a company and not any specific product or technology. The imagery is abstract using a reduced color palette to appeal to a wider range of the company's markets. Secondary elements should be used to support

Professional is for NVIDIA's workstation-level products directed at content creators and researchers, such as Quadro and Tesla. Its use of black as the primary color communicates luxury and professional quality. Its imagery showcases the creativity of customers using NVIDIA technology.

Consumer is used for more entertainment-based, end-user consumer applications, such as GeForce, 3D Vision, and Tegra. This segment includes gaming, but should suggest a much wider visual experience. All communications should be bold, energetic, and engaging. The primary use of NVIDIA Green helps the company's products and services stand out in a market full of branding noise generated by partners and competitors.

Partners can make use of a subset of the visual branding system to identify a connection to NVIDIA. The elements are chosen to be more easily implemented and to reduce quality control issues. The green secondary band allows partners to include a zone of NVIDIA branding in their communications that remains distinct from their own branding system. [For more detail on partner co-branding, please see Chapter 5.](#)

	CORPORATE	PROFESSIONAL	CONSUMER	PARTNER
	Non-product-related communications	Quadro Tesla	GeForce 3D Vision Tegra	All third-party licensed products
Sample Applications	Internal Financial/ Investor Business programs	Packaging Advertising Presentations Datasheets	Packaging Advertising Presentations Gaming events	Packaging Advertising Trade Shows
Primary band allowed?	Yes	Yes	Yes	No
Secondary band allowed?	Yes	Yes	Yes	Yes
Primary Color	White	Black	NVIDIA Green	NVIDIA Green
Color Ratio (Section 3.3)				Follow Guidance for specific product
Primary Type Weights	DIN Pro Regular DIN Pro Light	DIN Pro Regular DIN Pro Medium	DIN Pro Regular DIN Pro Medium	Follow Guidance for specific product
Imagery Style	NVArt Highly stylized, Colorful, Fully-rendered imagery. The "claw"	Rendered example imagery, or photos of NVIDIA technology in use	Rendered example imagery. Active, energetic live photography	Partner-dependent

NVIDIA CORPORATE BRAND GUIDELINES

DESIGN SYSTEM

03

LOGO USAGE

2-COLOR VS 1-COLOR

When using the NVIDIA logo, two-color variant (with the eye symbol in NVIDIA Green) is the preferred version. It may be used on NVIDIA Green Two, NVIDIA Green Three, or NVIDIA Rich Black backgrounds.

A single color (white) version may also be used when NVIDIA Green or a similar color is used as the background.

The two-color NVIDIA logo may also be used on a gradient or image, provided there is enough contrast to maintain legibility. Otherwise use the single color logo.

HORIZONTAL VS. VERTICAL ORIENTATION

The preferred logo orientation is the vertical format. The horizontal orientation of the logo should be used only when size or space constraints compromise the legibility of the logo and the composition it is placed in. Exceptions are noted in the guideline.

MINIMUM SIZING

The NVIDIA logo may scale up as large as desired but should never be used smaller than 0.35" height (9 mm or 38 px). The horizontal NVIDIA logo should never be used smaller than 0.12" height (3 mm or 15 px).

NVIDIA 3D LOGOS

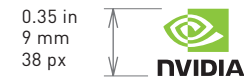
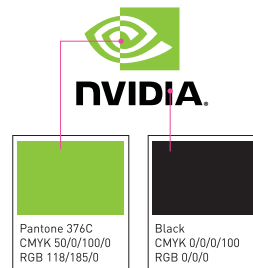
Do not use the 3D logos, they are no longer part of the corporate brand system.



For Light Backgrounds
Use the two-color version

Darker Backgrounds
Use the two-color version with
wordmark in white

On surfaces with a similar hue to the
primary NVIDIA Green, use the single-
color version of the logo



Minimum Size
Vertical Orientation



Minimum Size
Horizontal Orientation



NVIDIA Logo in 3D is no longer in use.

LOGO PLACEMENT AND CLEAR SPACE

USING THE LOGO WITHIN THE NVIDIA DESIGN SYSTEM

When using the NVIDIA design system and placing the NVIDIA logo within a project, but NOT inside of the primary or secondary bands, please allow for at least the “eye” mark’s height as minimum clear space.

Additionally, position the logo in a corner of the layout when possible.

GENERAL LOGO CLEAR SPACE REQUIREMENT

If the NVIDIA logo is being used outside of the NVIDIA design system, a minimum of clear space equal to the height of the “n” character in the NVIDIA wordmark must be maintained.



When in use in the NVIDIA design system, outside of the band element, provide clear space equal to the “eye” symbol.



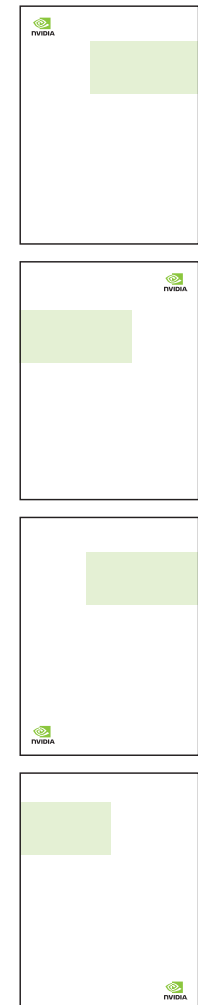
Minimum clear space for Vertical NVIDIA Logo



Minimum clear space for Horizontal NVIDIA Logo



Minimum clear space for NVIDIA Logos



Examples of placement in context to the band element

UNACCEPTABLE LOGO USAGE

3.3

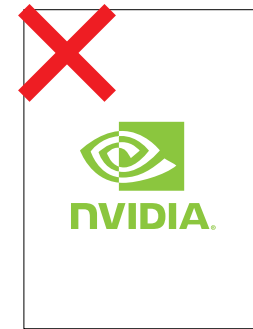
When using the NVIDIA logo, please respect the following guidance.



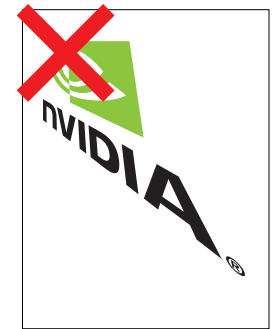
Separating the NVIDIA symbol from the NVIDIA logo requires approval. Contact brand@nvidia.com.



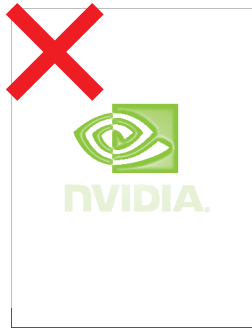
Do not resize elements independently



Do not recolor the logo



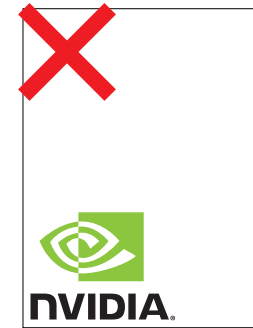
Do not skew or distort the logo



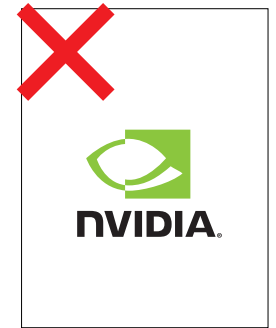
Do not add effects to the logo



Do not modify the color relationship of the eye and NVIDIA



Do not use less clear space than the minimum requirements allow



Do not add or subtract elements from the logo

COLOR USE RATIOS AND BAND BLENDS

3.4

This page shows the three main types of communications and the color use ratios associated with them.

The ratio charts shown here are intended to be used as a guide when creating deliverables.

The primary and secondary bands should always be NVIDIA Green.

If technical and or production limitations allow, the secondary band may also use one of the subtle gradients shown to the right. Gradients should be restricted for NVIDIA-exclusive communications, not partner or co-branded deliverables, and used sparingly.

PRIMARY PALETTE



NVIDIA Green

Pantone 376 C
CMYK 50/0/100/0
RGB 118/185/0



Rich Black

CMYK 60/50/50/100
RGB 0/0/0/0

SECONDARY PALETTE



NVIDIA Green Two

Pantone 560C
CMYK 50/0/100/0
RGB 0/72/49



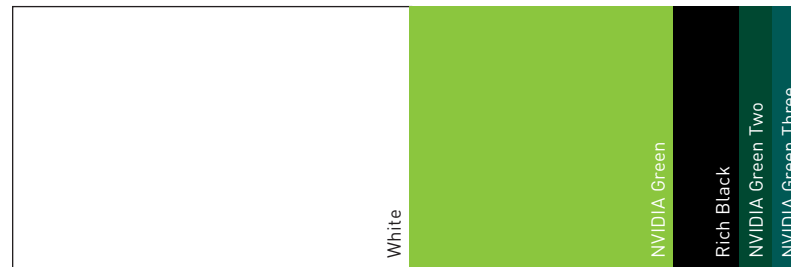
NVIDIA Green Three

Pantone 7476C
CMYK 60/50/50/100
RGB 0/132/113

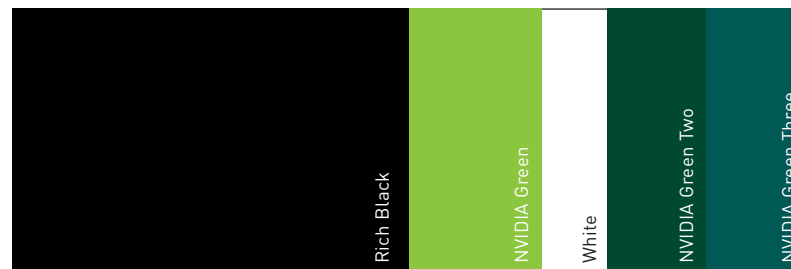
For detailed color specifications, refer to page 2.4.

COLOR USE RATIOS

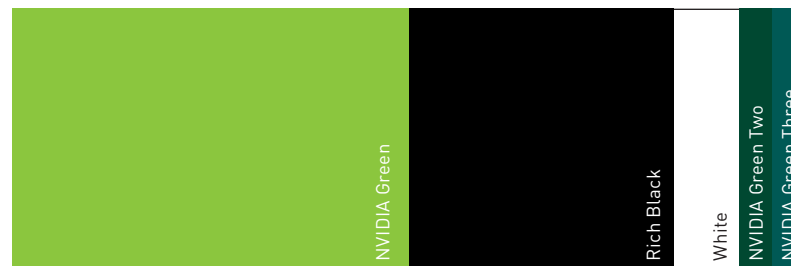
Corporate (NVIDIA only)



Professional (Quadro, Tesla)

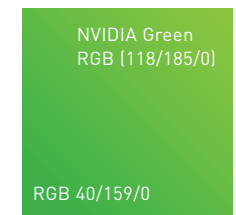
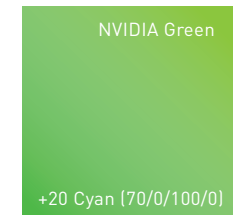


Consumer (GeForce, Tegra, ION)



BAND BLENDS

For secondary bands.
Use sparingly



THE MASTER GRID

3.5

When laying out elements, use the grid as shown on this page as a starting block. This is based on an 8.5" x 11" format—for metric formats such as A4, follow a similar format of 3 columns.

The light gray areas represent the maximum area in which any text may be placed. This includes captions, links, call-out boxes, specifications, etc)

The light cyan areas represent the maximum area in which main body copy (article content) may be placed.

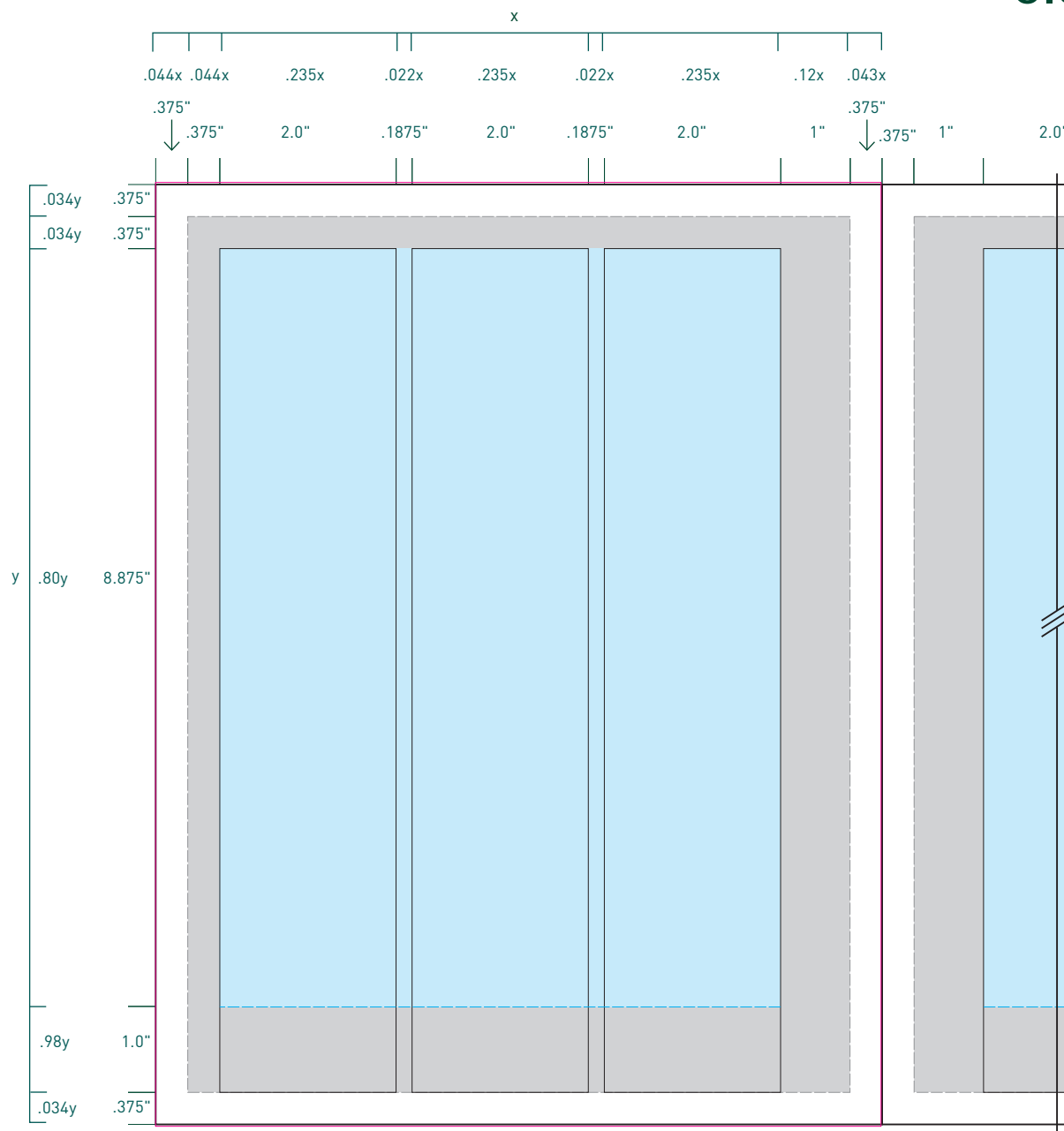
The white outer edge is kept clear of all text.

When laying out elements on an inside spread, the following grid should (shown on a left-page only) be mirrored onto a right-page as well.

If the 3-column grid cannot be used, be it space constraints, etc. or flexibility is desired a 2-column or 6-column grid may be used (see following page). However all appropriate proportions defined for band placement must be followed.

For formats highly horizontal or vertical in nature, see Chapter 3.9 on how to address secondary band usage.

-  Maximum area for any text placement (captions, links, call out boxes, etc)
-  Maximum area for body copy placement (main articles, content, etc)



THE PRIMARY BAND

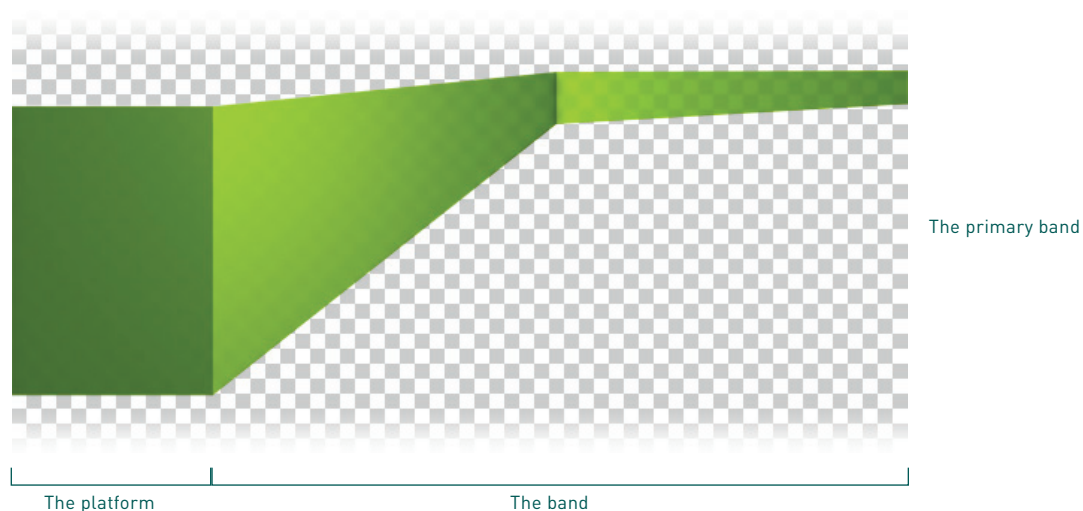
3.6

The primary band consists of two elements: the platform, the first band segment flat to the picture plane, which can contain titles, headlines, or the NVIDIA logo; and the band, which dives three-dimensionally into the image and takes on the lighting and perspective of the image. It should be created three-dimensionally and incorporated into an image model. If no image model is available, the band should still be modeled, and lighting and perspective of the image imitated.

The placement, size, and live area of the platform follows the guidelines for the secondary band shown in Chapter 3.8. It may contain a title or headline and the NVIDIA logo. It should not contain body copy, a partner logo, or any other image.

The band extends from the platform and descends visually into the image, bleeding off the opposite side of the page. It consists of two segments, roughly equal in width, and it is always of equal height to the platform (adjusted for perspective). There should be no thickness or bevel to the band. It is a two-dimensional surface in space, and regardless of the platform color, these segments are always NVIDIA Green.

The band composition should not look artificial. All three segments should believably rest on an invisible “ground” with correct perspective applied. Directionally, the band always descends deeper into the image with each segment – neither segment should ever return toward the viewer or maintain a parallel course to the platform. In integrating the band into an image, follow the image’s lighting, perspective, and general visual direction. The band should interact with the image by weaving behind and in front of image elements.



MATERIAL PROPERTIES

Color: NVIDIA Green (R118, G185, B0)

Material: Translucent hard glass (slightly frosted)

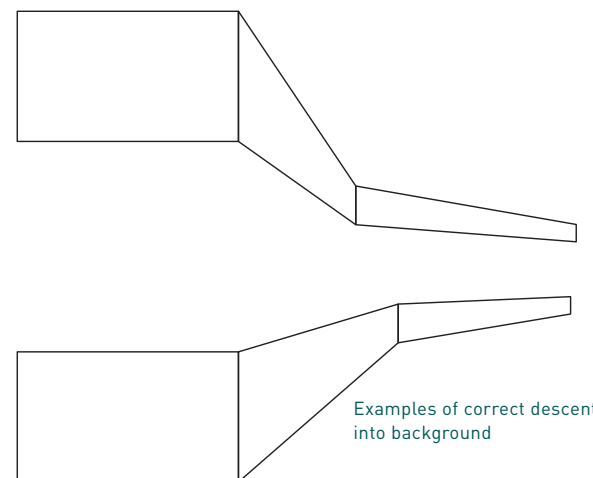
Thickness: 0 (2-dimensional surface)

Reflectance: 10–20% of only nearby image elements

Transparency: 10–20% of only nearby image elements behind band (slightly blurred)

Shading: Apply subtle shadow mapping and/or area shadows

Rendering: Render with ambient occlusion and/or global illumination



UNACCEPTABLE PRIMARY BAND USAGE

3.7

The primary band is an important part of NVIDIA's corporate look, and care must be taken to ensure its proper representation.

Some common misuses are shown here.



Do not reverse the direction of the band



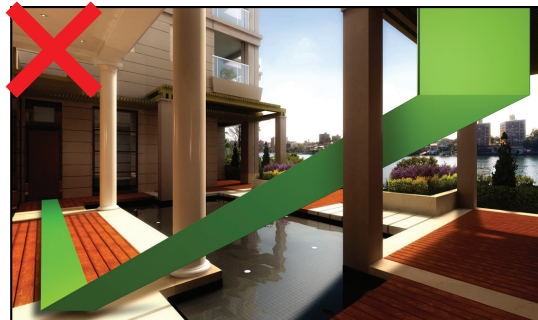
Do not use the band to "energize" image elements



Do not break the band into more than three segments



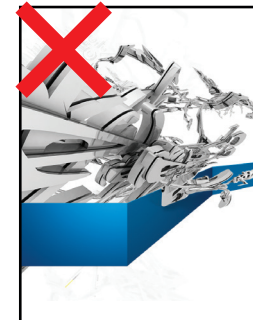
Do not return any segment of the band toward the viewer



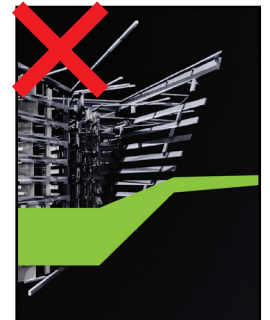
Do not break a band out of a single plane



Do not use impossible perspectives



Do not change the color of the band to a color outside the color palette



Do not fake the three-dimensionality of the band or create as flat art

THE SECONDARY BAND

3.8

The secondary band was designed for use when the primary band is not appropriate – due to technical or production limitations or the objective is not of the highest priority. A vast majority of the work appropriate for the band element will utilize the secondary band. The following page lists specific examples where the secondary band is appropriate to use.

SECONDARY BAND ELEMENTS

The secondary band may use two elements: the platform and the tab. Either one or both elements may appear on a page. When using both, the negative space between the two elements may contain only imagery; no text or other graphic elements (badges, logos, or standalone self-contained objects) are allowed. For information on using type within the band element, see Chapter 3.15 (Logo Placement in the Band)

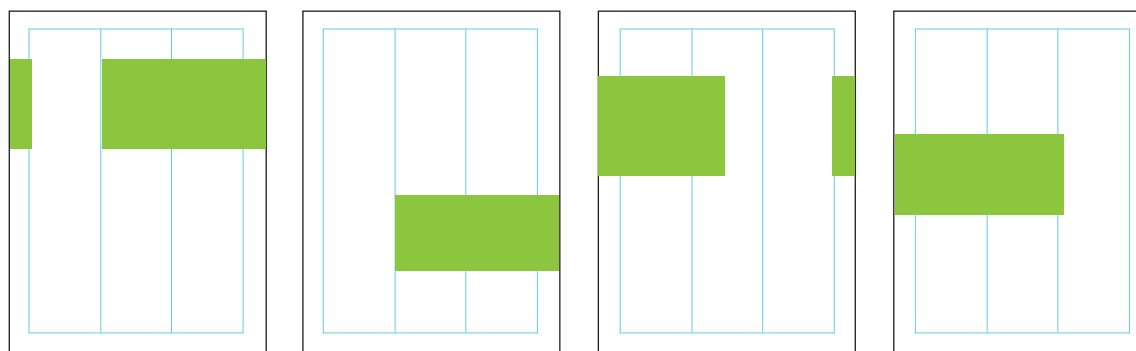
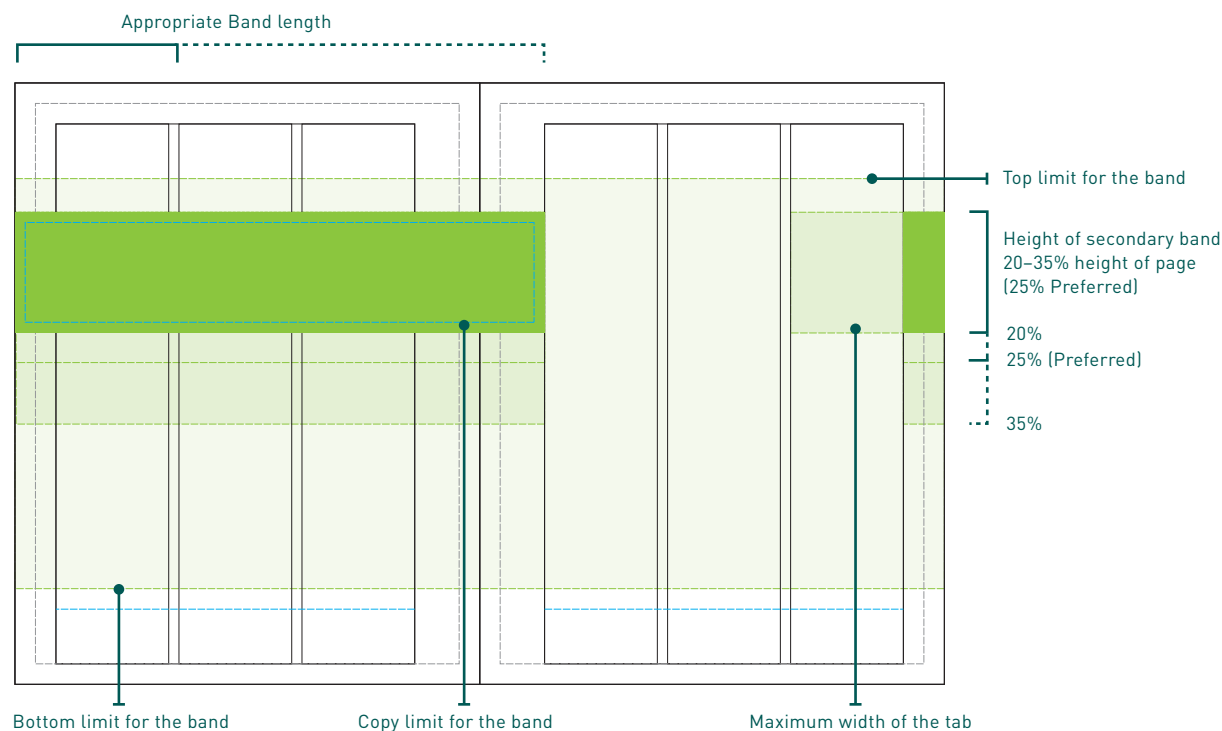
The band should never appear as a continuous piece across a page, with some exceptions (See Chapter 3.12 and 3.13 for large and small scale usage exceptions). If both the main band and the tab are used, they must be equal in height.

BAND COLOR

The only color for the secondary band is NVIDIA Green.

BAND HEIGHT, WIDTH, AND RATIO

The following page will cover the correct height, width, and aspect ratios for the band element.



Examples of secondary band placement on single page layouts

BAND SIZING

BAND HEIGHT

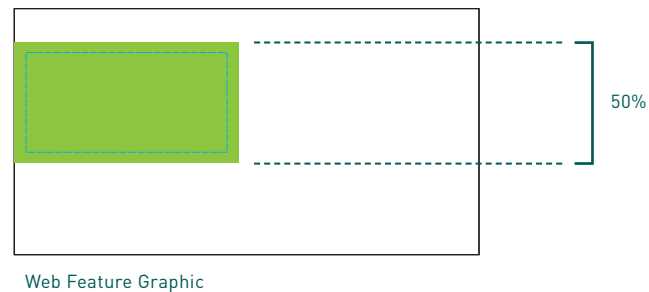
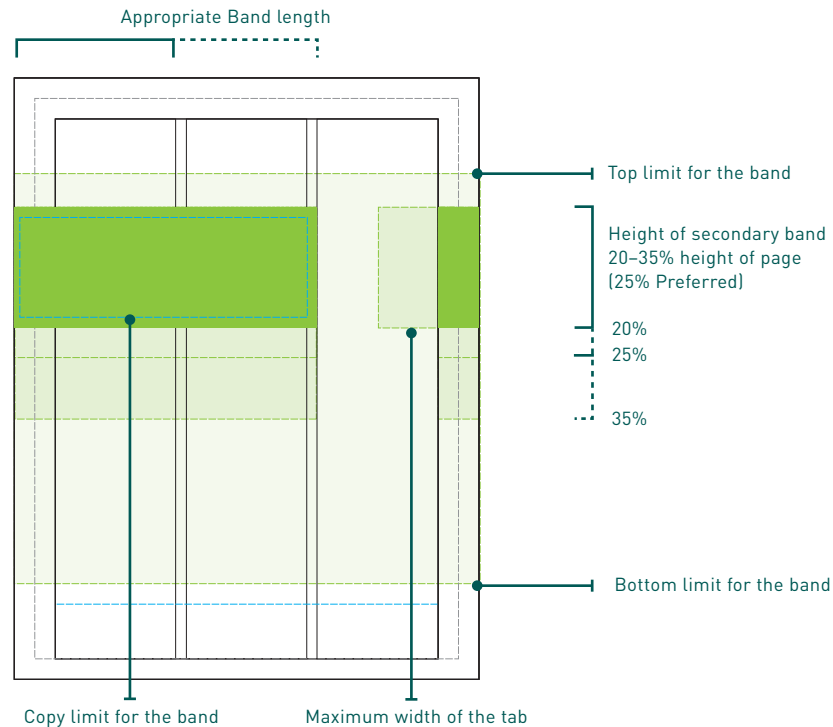
The optimal height of the secondary band is 20% – 35% the height of the page. In certain circumstances (web deliverables in particular), the band may extend up to 50% of height of the image it is situated within.

BAND WIDTH

The minimum width for the main band is one column, with a maximum of two columns (~66% width of the document). [See Chapter 3.12–3.13 for exceptions.] The minimum width for a tab is equal to the space between the edge of a page and the body copy limit area. The maximum width for a tab is 15% of the page width.

ASPECT RATIO

In order to maximize readability and aesthetic value for the band element, maintain an aspect ratio where the length is at least 1.5 times the height or greater.



SECONDARY BAND

THE PLATFORM

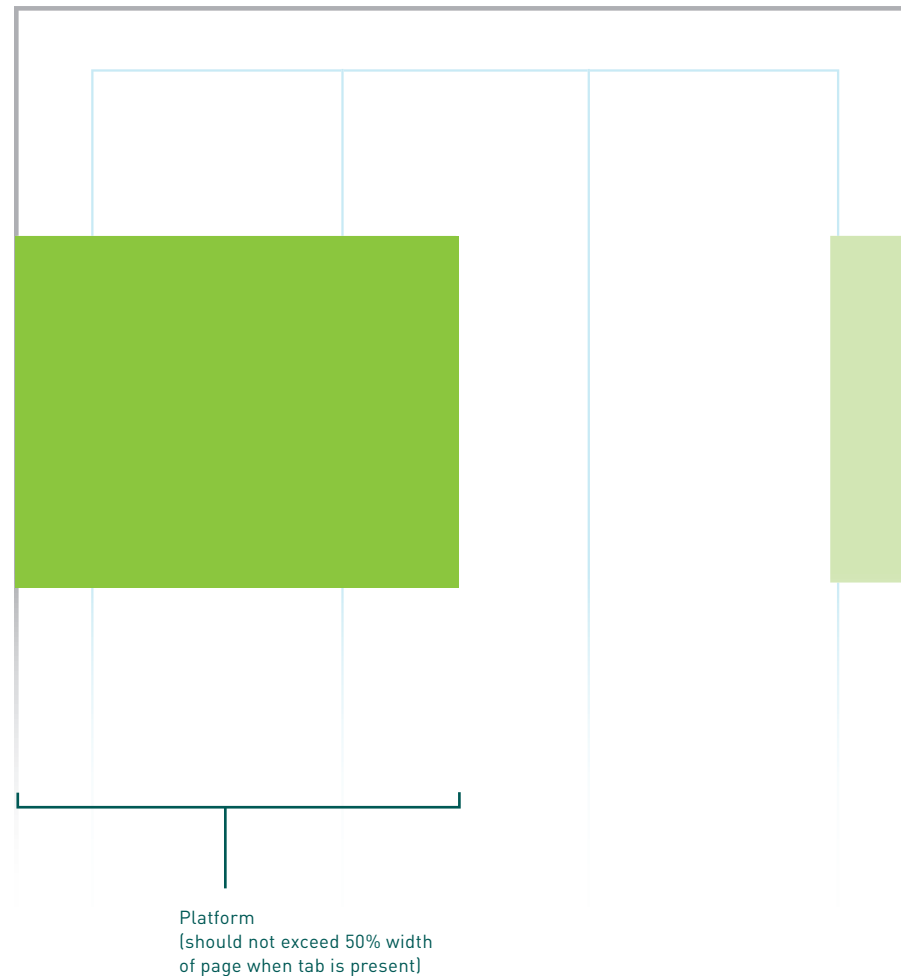
3.10

SECONDARY BAND ELEMENTS

The secondary band may use two elements: the platform and the tab.

Either one or both elements may appear on a page. When using both, the negative space between the two elements may contain only imagery; no text or other graphic elements (badges, logos, or standalone self-contained objects) are allowed.

The band should almost never appear as a continuous piece across a page (See [Chapter 3.12–3.13](#) for exceptions). If both the platform and the tab are used, they must be equal in height.



SECONDARY BAND

THE TAB

3.11

The secondary band may use two elements: the platform and the tab. The tab is purely optional. It may appear on a document, however may **ONLY** be used after the platform is introduced first (either physically prior in a document, spread, etc. or in the same relative space in the case of event).

TAB CONTENT

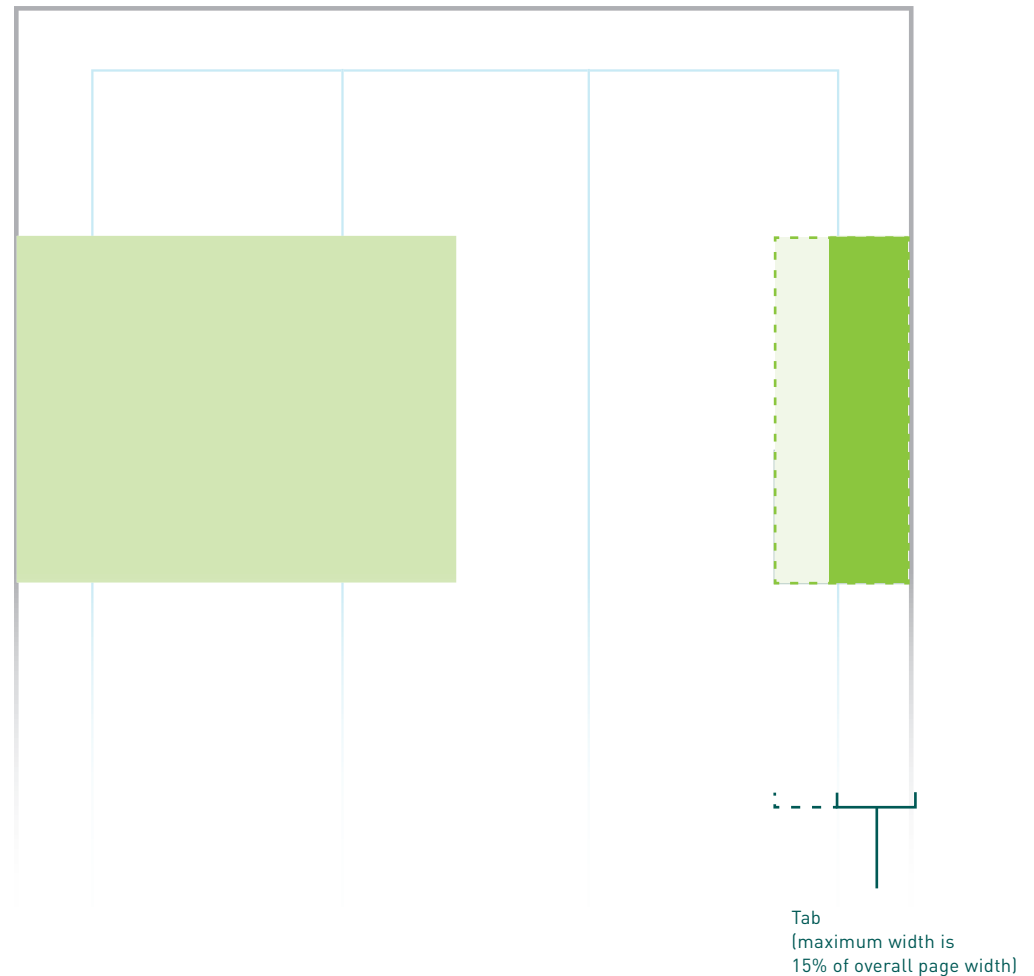
Tabs can contain logos (see Chapter 5, “Partner Co-Branding”), Product information, Document Function, Iconography, and Page Numbers.

The tab should not contain full taglines or copy that fills the tab completely.

TAB HEIGHT AND WIDTH

Tab height should always match the platform height, whether on the same page or same document, location, or site.

Tab width should never exceed more than 15% of the overall document width.



SECONDARY BAND USAGE

SMALL-SCALE APPLICATIONS

3.12

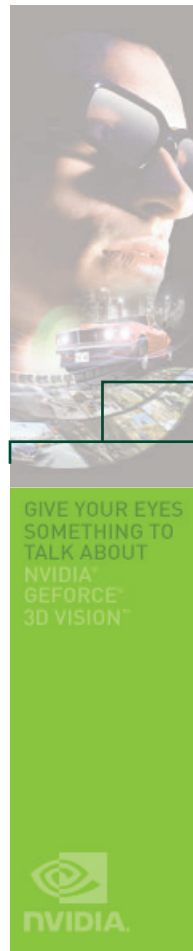
It is preferable to use the band as described on page 3.8–9, but in certain situations the band attributes may be modified to fit into extremely wide, tall, or small spaces.

SMALL SCALE APPLICATIONS

If a band is less than 120 px in height or less than 200 px in width, then the band can become a field, spanning the shortest dimension from end-to-end.

Use the horizontal NVIDIA logo within the band, when the band element is between 120 to 60 pixels tall. In bands less than 60 pixels tall, containing copy, use the horizontal NVIDIA logo outside of the band.

When the band becomes a field, type should still be set within as if the field were a band.



120 x 600 pixels,
Online Banner Ad



468 x 60 pixels,
Online Banner Ad

If the band is under 60 px tall, the horizontal NVIDIA logo should be used outside the band if the band contains copy.

If band is 200 px or thinner, band can become a field, spanning the shortest dimension from end-to-end.



300 x 250 pixels, Online Banner Ad

SECONDARY BAND USAGE

LARGE-SCALE APPLICATIONS

3.13

It is preferable to use the band as described on page 3.8–9, but in certain situations the band attributes may be modified to fit into extremely wide, tall, or small spaces.

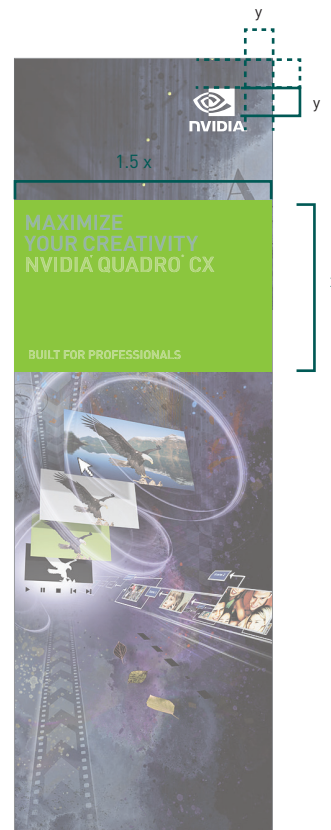
LARGE SCALE APPLICATIONS

In large scale applications (events, banners, signage) where one dimension is greater than three times the other, then the band can become a field, spanning the shortest dimension from end-to-end.

In vertical applications only with the same 3:1 ratio or greater, the band can become a stripe, with image appearing above and below.

Unless constrained by a horizontal dimension, the band should always be at least 1.5 times wide as it is tall.

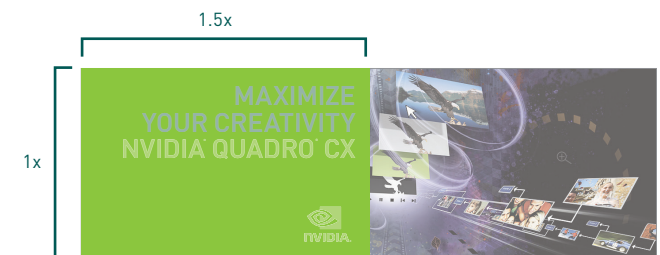
When the band becomes a field, type should still be set within as if the field were a band.



Tradeshow Banner 3:1 ratio
(or greater)

In vertical applications only, the band can become a field, spanning the shortest dimension from end-to-end

Band dimension should be 1.5 times wide x 1 times tall when height:width ratio is 3:1 or greater (or 1:3)

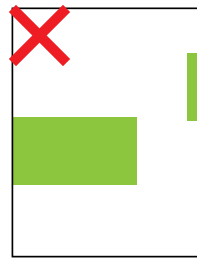


Tradeshow Banner 1:3 ratio (or greater)

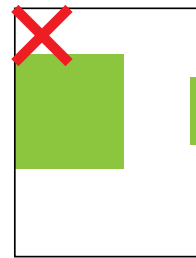
UNACCEPTABLE SECONDARY BAND USAGE

3.14

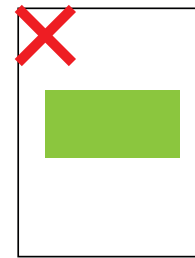
Some common misuses of the secondary band are shown here.



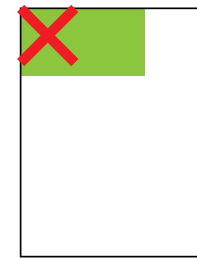
Do not use bands at different heights on the same page or spread



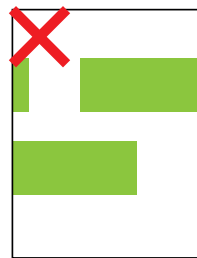
Do not use bands of different sizes on the same page or spread



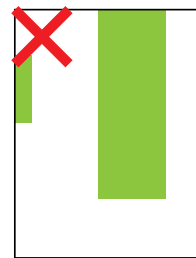
Do not use a band that does not bleed off one vertical side of the page



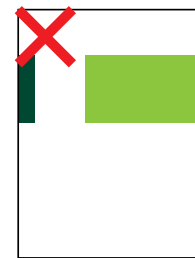
Do not bleed a band off the top or bottom of the page or spread



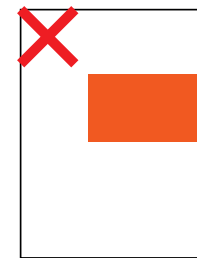
Do not use more than one band and one tab on the same page or spread



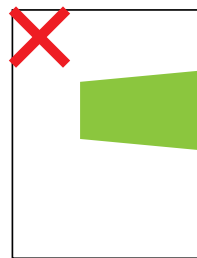
Do not use a horizontal and vertical band on the same page or spread



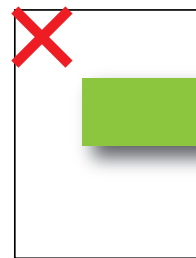
Do not use bands of different colors on the same page or spread



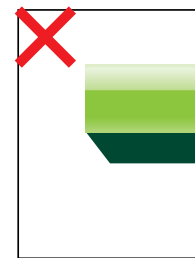
Do not use a color for the band other than the approved NVIDIA colors



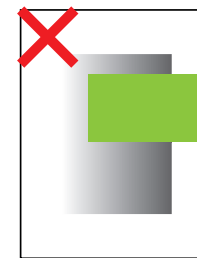
Do not skew the band



Do not add a shadow to the band



Do not dimensionalize the band



Do not make the band more than 10% transparent

LOGO PLACEMENT IN THE BAND

3.15

When placing a logo or setting type in a primary or secondary band, follow the general guidelines below.

MINIMUM CLEAR SPACE

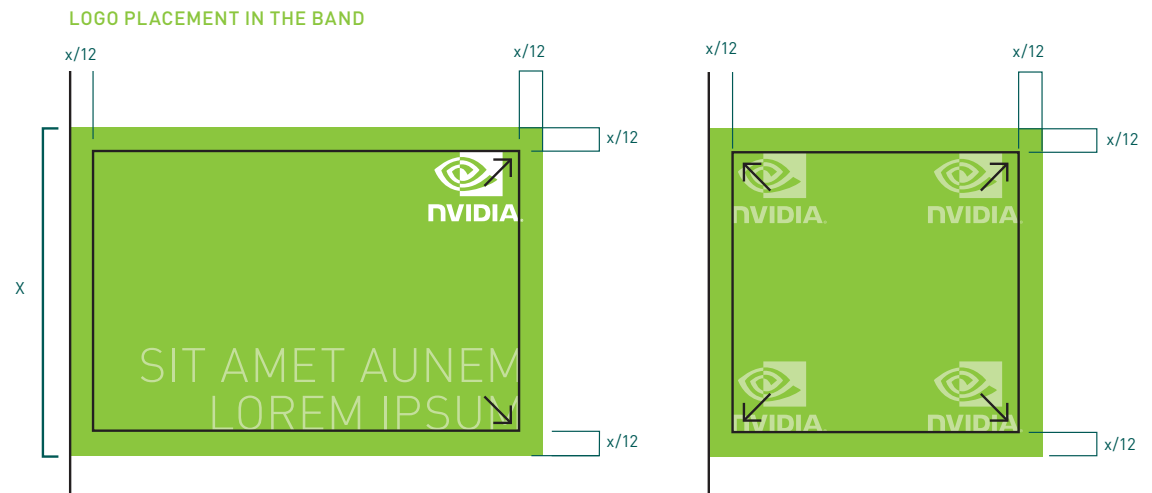
- > Minimum clear space is set at 1/12th the height of the band.

NVIDIA LOGO PLACEMENT

- > The NVIDIA logo should be placed in a corner, or in alignment with the underlying type grid.
- > Partner logos may not be used in the band.

BADGE USE IN THE BAND

- > Badges should not be used in the band, except on partner box templates in the tab



TYPE PLACEMENT IN THE BAND

3.16

Anchor type to a corner of the band, inside the clear space, or with the underlying grid (in print deliverables). In most cases, "Gravity" determines where type should fall within the band element. The center-point of "gravity" is usually determined as the center of an image the band element will be residing in. (See example to the right) All text should fall to the point of the band element closest to the center-point of gravity.

THE GRID AND GRAVITY

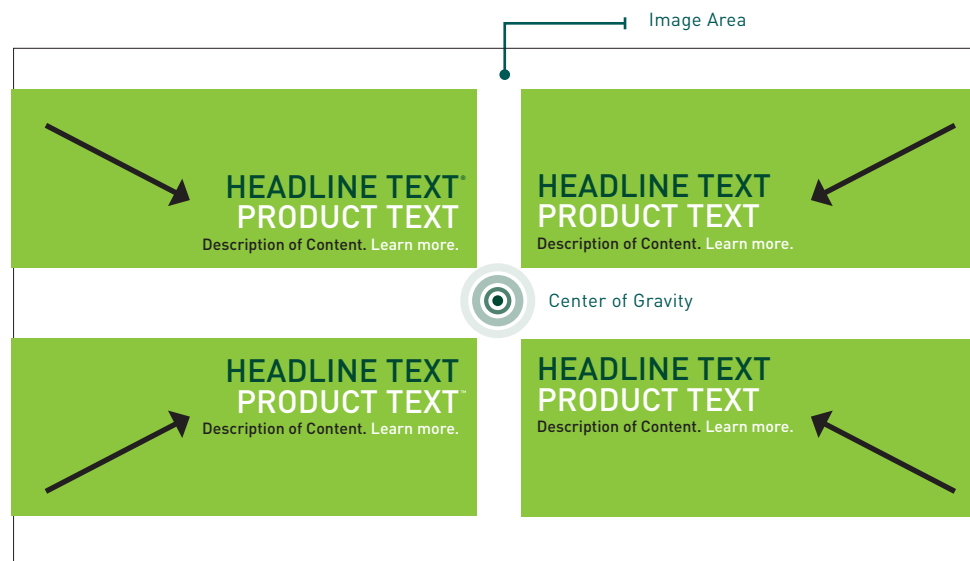
For print projects or those that have significant copy that may sit beneath the band element, left or right aligning the type to the underlying 3-column master grid (Chapter 3.4), while using gravity to dictate top or bottom alignment may provide a more readable and fluid option.

TYPE PLACEMENT

- > The band should not be filled with type. Empty space on the band is important.
- > Trademark (™) and Registered Mark (®) Symbols should NOT be taken into consideration when aligning text, due to their small size.
- > Text or the NVIDIA logo may be used in the secondary band.

GENERAL TYPE CHARACTERISTICS

- > Type should use solid colors from the NVIDIA color palette.
- > Type leading should be equal to the point size.
- > Use all caps and color differentiation for emphasis.
- > When using all caps, use -15 letterspacing.
- > When using mixed case, use -10 letterspacing.



"Gravity" Influences where text is placed within the band element



Disregard Registered Mark and Trademark symbols when aligning type within the band element.



Unt iliquisit atin ut eum ilisl utpat. Ro
corperilisi blamet ullum dolortincil
modoluptat, verciduip eum zzriuren

It nit dolesece tis er sisit auguen
zzriliquip eu feugait in henit pra

The underlying type 3-column master grid may be used to affect left or right alignment in uses with heavy text in the document.

BAND TYPOGRAPHY HIERARCHY

GENERAL OVERVIEW

3.17

Communication on the band should be broken into a maximum of three parts, primary, secondary, and tertiary, based on the desired order of reading. Below is general structure guidance. Specific applications are covered in the following pages.

PRIMARY (Headline, Line or Model Name)

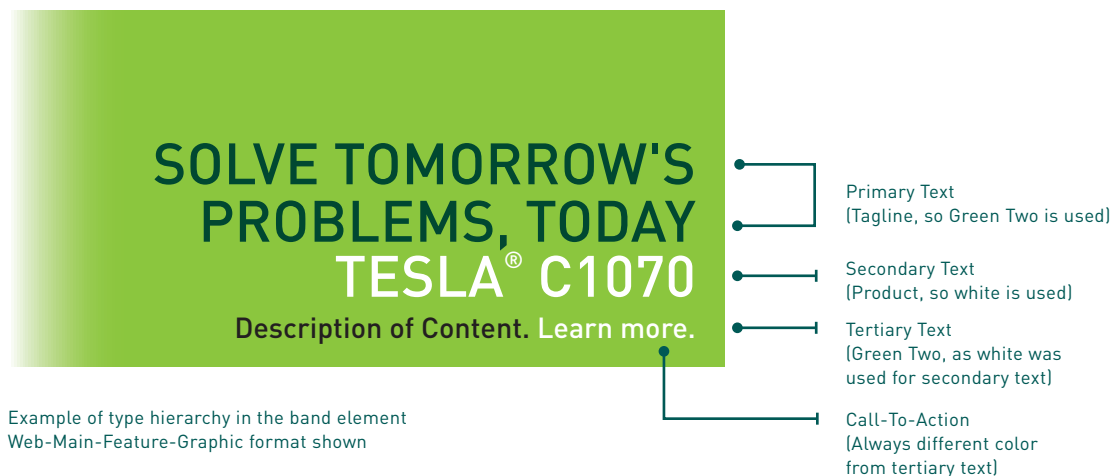
- > Should always be used to draw readers into the rest of the copy. If referring to a specific product, technology, or service, type color should be white. If not, Green Two should be used.
- > Should be kept short, and remain the largest type in the band.
- > Should be in all caps except when product names call for an exception.
- > Longer copy should break into even multiple lines. Each line should be 1–4 words and all lines should be the same size and color (unless using color for effect, as in the lower left example).

SECONDARY (Tagline, Line or Model Name, Descriptor)

- > Should be in a contrasting color from the primary if multiple colors are used. If referring to a product, tech
- > Should be in all caps except when product names call for an exception.
- > Must be limited to a single line

TERTIARY (Explanatory text, Call to Action, Tech Specs)

- > Should be significantly smaller in size than primary.
- > Both caps and upper & lower-case are allowed.
- > Color must change within the tertiary line when identifying call-to-action text.



BAND TYPOGRAPHY HIERARCHY

WEB FEATURES

Most web applications requiring the band element are web main feature graphics (WMFG), secondary page feature image, videos, mini-sites. See the following page for treating type in web banner advertisements.

PRIMARY (Headline, Tagline or Model Name)

Should always be used to draw readers into the rest of the copy. If referring to a specific product, technology, or service, the color should be white. If not, then Green Two should be used.

- > Should be kept short, and should remain the largest type in the band.
- > Should be in all caps except when product names call for an exception.
- > Longer copy should break into even multiple lines. Each line should be 1–4 words and all lines should be the same size and color (unless using color for effect, as in the lower left example).

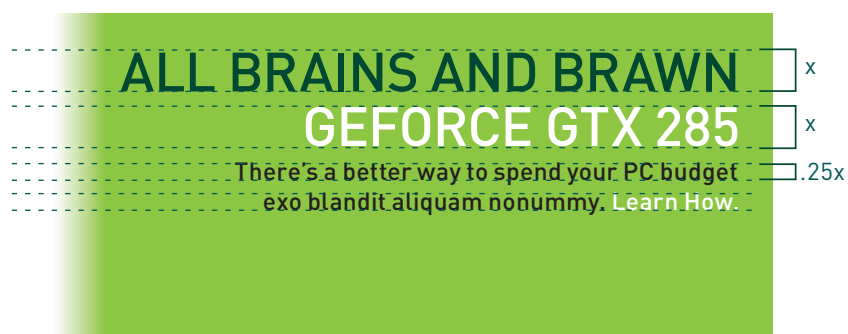
SECONDARY (Tagline or Model Name)

- > Should be in a contrasting color from the primary if multiple colors are used, and same size as primary
- > Should be in all caps except when product names call for an exception.
- > Must be limited to a single line (or can be eliminated if not needed).

TERTIARY (Explanatory text, Call to Action)

Should be significantly smaller in size than primary.

- > Both caps and upper- and lower-case are allowed.
- > Color may change within the tertiary line to delineate a call-to-action.



Web Main Feature Graphic (WMFG) Example Shown

Primary	Single line (with option for a second line) DIN Pro Medium 31pt height / 31pt leading Green Two
Secondary	Single line, unless dual DIN Pro Medium Same height as Primary White
Tertiary	Support text in small upper and lower-case DIN Pro Regular 14pt height / 14 pt leading Black for Description Text (Readability issues reported with Green Two), (Call-To-Action) White

BAND TYPOGRAPHY HIERARCHY

WEB BANNER ADS

Web Banner Advertisements typically follow the same type hierarchy and rules as Web Feature Type

PRIMARY (Headline, Tagline or Model Name)

Should always be used to draw readers into the rest of the copy. If referring to a specific product, technology, or service, the color should be white. If not, then Green Two should be used.

- > Should be kept short, and should remain the largest type in the band.
- > Should be in all caps except when product names call for an exception.
- > Longer copy should break into even multiple lines. Each line should be 1–4 words and all lines should be the same size and color (unless using color for effect, as in the lower left example).

SECONDARY (Tagline or Model Name)

- > Should be in a contrasting color from the primary if multiple colors are used, and same size as primary
- > Should be in all caps except when product names call for an exception.
- > Must be limited to a single line (or can be eliminated if not needed).

TERTIARY (Explanatory text, Call to Action)

Should be significantly smaller in size than primary.

- > Both caps and upper- and lower-case are allowed.
- > Color may change within the tertiary line to delineate a call-to-action.



Use the NVIDIA Logo inside the band element when co-branding or if the area outside of the band offers no suitable area for placement.

Primary	Single line (with option for a second line) DIN Pro Medium 13–15pt / 11–14pt (depends on amount of content and available space) Green Two
Secondary	Single line, unless multiple products cited DIN Pro Medium Same height as Primary White
Logo	Required Vertical format unless space constraints prohibit placement May be placed outside of band element if band height becomes too narrow

BAND TYPOGRAPHY HIERARCHY

PRINT

3.20

Print applications requiring the band element are line cards, datasheets, product overviews, annual reports, general corporate communications pieces, user manuals, quick start guide, registration cards, TechPubs documents, and any other communications pieces seen inside or outside of the company.

In situations where text is fixed to both top and bottom portions of the band element, only left and right alignment is influenced by gravity.

PRIMARY (Headline, Line or Model Name)

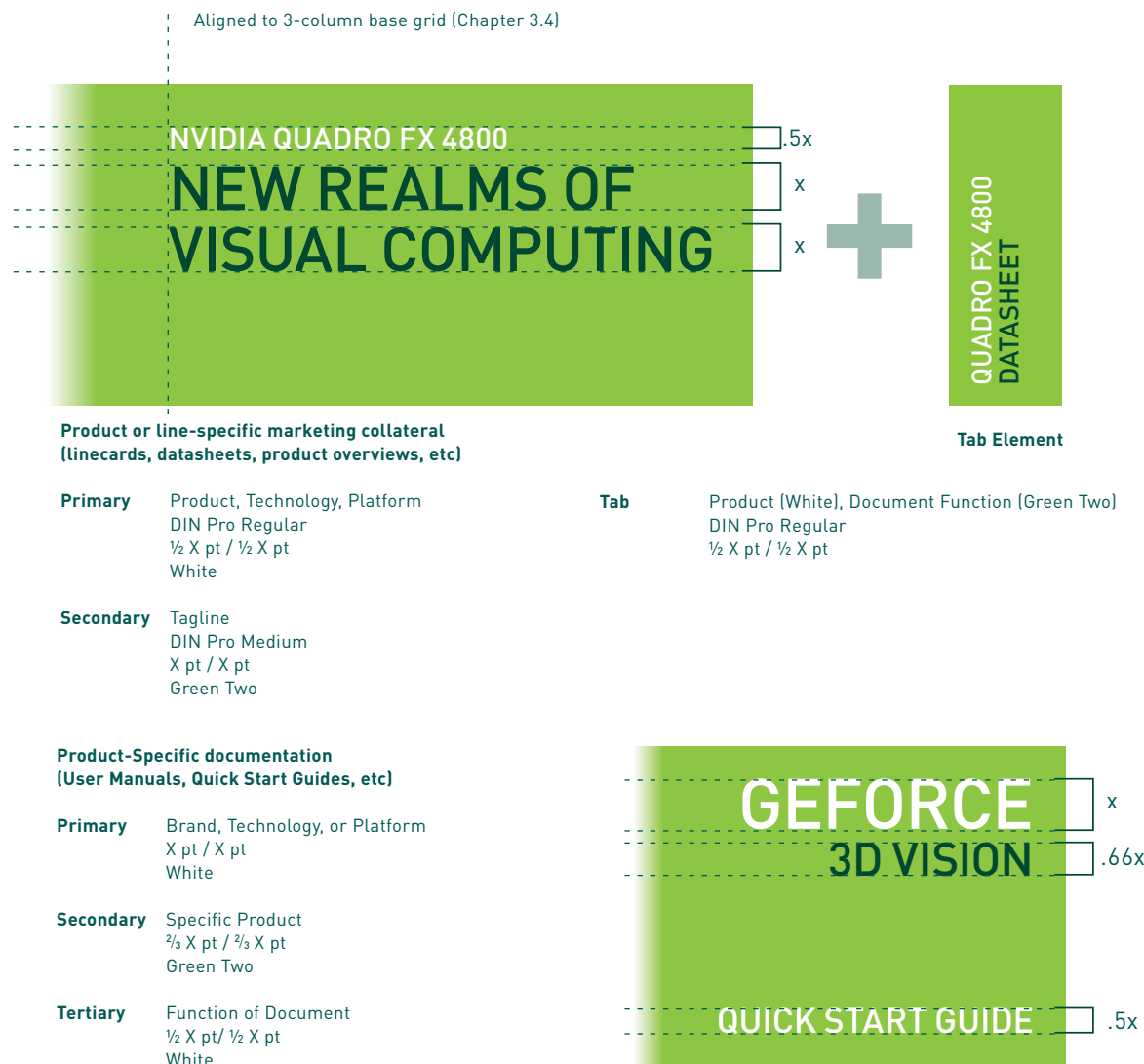
- > Should always be used to inform readers of the product. If referring to a specific product, technology, or service, the color should be white. If not, then NVIDIA Green Two should be used.
- > Should be kept short, and should remain the largest type in the band.
- > Should be in all caps except when product names call for an exception.

SECONDARY (Tagline, Line or Model Name, Descriptor)

- > Should be in a contrasting color from the primary if multiple colors are used.
- > Should be in all caps except when product names call for an exception.
- > Must be limited to a single line (or can be eliminated if not needed).

TERTIARY (Explanatory text, Call to Action, Tech Specs)

- > Should be significantly smaller in size than primary.
- > Both caps and upper & lower-case are allowed.



BAND TYPOGRAPHY HIERARCHY

PACKAGING

3.21

All NVIDIA product packaging utilizes the band element. Type treatment is different from other band uses band uses, so please read carefully.

Packaging is one of the few cases where text upper and lower positioning is not affected by gravity, only left and right alignment.

PRIMARY (Product Name)

- > Should always refer to the product name (or NVIDIA if no product name is available) with the color white.
- > Should remain the largest type in the band.
- > Should be in all caps except when product names call for an exception.

SECONDARY (Model Name)

- > Should be in a contrasting color from the primary if multiple colors are used and smaller in size than the primary element.
- > Should be in all caps except when product names call for an exception.

TERTIARY (Explanatory text, Tech Specs)

- > Should be significantly smaller in size than primary.
- > Both caps and upper & lower-case are allowed.
- > If readability becomes an issue with the use of white type, Green Two may be substituted.



BAND TYPOGRAPHY HIERARCHY

USER INTERFACE (UI)

3.22

User Interface applications requiring the band element are splash screens, software installers, CD AutoRun screens, and kiosks. Kiosks may also use the Web Feature Graphic Type Hierarchy.

PRIMARY (Headline, Line or Model Name)

- > Should always refer to the product name (or NVIDIA if no product name is available) with the color white.
- > Should remain the largest type in the band.
- > Should be in all caps except when product names call for an exception.

SECONDARY (Tagline, Line or Model Name, Descriptor)

- > Should be in a contrasting color from the primary if multiple colors are used and smaller in size than the primary element.
- > Should be in all caps except when product names call for an exception.

TERTIARY (Explanatory text, Call to Action, Tech Specs)

- > Should be significantly smaller in size than primary.
- > Should be all caps
- > Color may change within the tertiary line to delineate a call-to-action.

Software Installer, CD Splash Screen

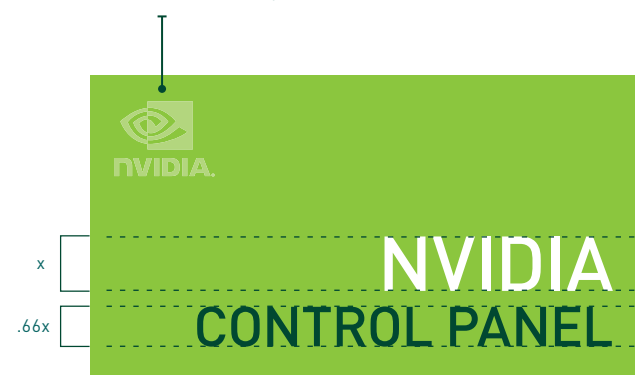
Primary	Brand Name (GeForce, Quadro, nForce, etc) DIN Pro Medium X pt / X pt White
Secondary	Model name (GTX 285, C1070, 4800, etc) DIN Pro Medium Lower-case letters only if required of product name Green Two 2/3 X pt / 2/3 X pt
Tertiary	Function of Item DIN Pro Regular Upper-case White 1/2 X pt / 1/2 X pt



Use the NVIDIA Logo inside the band element when co-branding or if the area outside of the band offers no suitable area for placement.

Software Splash Screens

Primary	Brand Name or Product Name 30pt / 30pt White
Secondary	Model name Lower-case letters only if part of product name DIN Pro Medium Green Two 18pt / 18pt
Logo	Placement in or outside of band element optional



UNACCEPTABLE BAND TYPOGRAPHY

3.23

The NVIDIA type style as used in the band allows for flexibility across multiple applications, but the type style and communication hierarchy from the previous pages need to be maintained to create a consistent NVIDIA look on all uses.

Some common misuses of band typography are shown here.

- > Do not use upper- and lower-case type in the band element when referring to taglines and/or products
- > Do not justify type opposite of its anchoring corner
- > Do not use more than three different type styles



Do not use more than three different type sizes

Do not space type more than specified

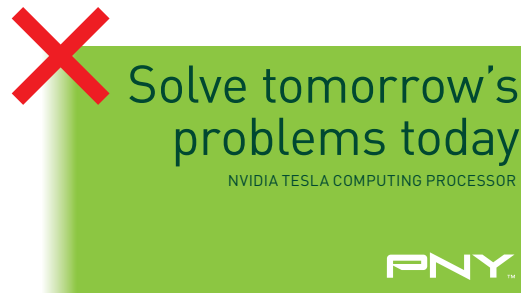
Do not use badges in the band element



Do not center-align type

Do not place type or logo away from a corner

Do not use a color other than white on the primary message



Do not set a main headline in Upper & Lowercase

Do not use type in all one color other than white

Do not use partner logos within the band



Do not fill the band vertically with type, providing little "white" (Increase the height of band if possible)

Unless specifically identified, do not use more than two colors on type in one band.

GENERAL TYPOGRAPHY

BULLETS

When using bullets in body copy, use a pointed bracket symbol (>) instead of the default bullet (•) when possible. Bold face should be used for ease of identification in dense copy blocks.

- > Lorem ipsum dolor magna alis et ulla core feui et atummod mod dolore minci bla conummodit vulla ad ming esto consequ ismodio dolortinim velit velit nos nim nim qui etue doluptat.
- > Met, quis et wis dolore te minis essectem del iril
- > Landip erat, quat in volesecte feugiat. Uptat. Uptat aliquisit vel ut vel dip et, suscil iure tat, co

LINE LENGTHS

Long lines cause eye fatigues. Instead use multiple columns and limit line lengths 50 to 60 characters.

Do not use hyphenations to break long words between lines.

One space after a (.) is adequate.



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LEADING

Add sufficient leading for legibility. A general rule is 20% of character point size.



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dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit,

HYPHEN, EN DASH, EM DASH

Hyphen next-generation

En dash 25–50

En dash ...his latest creation – the 3D conversion...

Em dash ...his latest creation—the 3D conversion...



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NVIDIA CORPORATE BRAND GUIDELINES

APPLICATION EXAMPLES

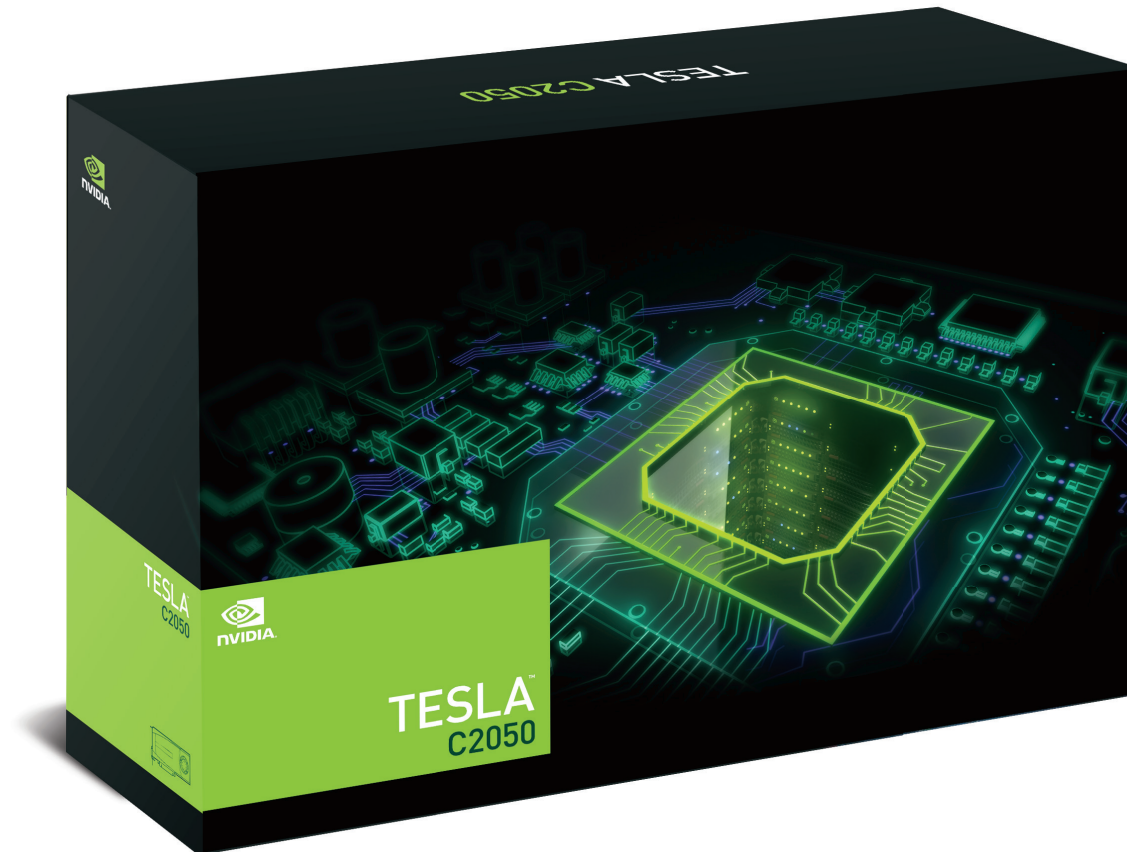
04

NVIDIA PROFESSIONAL PACKAGING

4.1

NVIDIA Tesla C2050 Packaging

Band Element	30% overall Height
Quadro CX	50pt / 50pt
NVIDIA Logo	Left-Aligned Sized to match Cap-Height of Product Text
Color Ratio	Professional 



NVIDIA Tesla C2050
Front View

NVIDIA CONSUMER PACKAGING

4.2

NVIDIA 3D Vision Kit

Band Element 30% overall Height**GeForce** DIN Pro Medium
50 pt / 50 pt
White**3D Vision** DIN Pro Medium,
33 pt / 33 pt
NVIDIA Green Two**Description Text** DIN Pro Regular,
10 pt / 10 pt
NVIDIA Green Two**Color Ratio** Consumer

CORPORATE COMMUNICATIONS

4.3

U.S. Benefits Enrollment Brochure

Cover

Band Element 3D (Primary)
20% Page Height

Band Type 34 pt / 34 pt

Inside Spread

Band Element 20% Page Height

Chapter Name DIN Pro Regular
54 pt / 54 pt
Green Two

Headline DIN Pro Regular
24 pt / 26 pt
Green One

Body Copy DIN Pro Regular
8.5 pt / 11 pt
Black

Color Ratio Corporate



Primary Spread
(Chapter or Section Start)



Cover

Magazine Ad

Band Element	20% Overall Image Height
Product Name/ Function	DIN Pro Medium 20 pt / 20 pt White/Green Two
Body Copy	DIN Pro Regular 11pt / 18 pt White
NVIDIA Logo	Bottom-Right Corner Alignment
Color Ratio	Professional 

Poster Ad

Band Element	20% Overall Height
Tagline	DIN Pro Medium X pt / X pt, Green Two
Product Name	DIN Pro Medium X pt / X pt, White
Built For Professionals	DIN Pro Regular ½ X / ½ X White
NVIDIA Logo	Top-Right Corner Alignment
Color Ratio	Professional 



Magazine Ad



Poster Ad

MARKETING COLLATERAL

4.5

Professional Product Brochure

Band Element 35% Page Height
Product Name/Function DIN Pro Medium
 8 pt / 8 pt
 Green Two

Headline DIN Pro Regular
 16 pt / 16 pt
 White

Body Copy DIN Pro Regular
 8.5 pt / 11 pt
 White

Color Ratio Professional



Primary Spread (Chapter or Section Start)



Supporting Spread

DATASHEETS

4.6

Datasheet

Band Element	20% Overall Image Height
Product Name	DIN Pro Regular ½ X pt / ½ X pt (27 pt) White Left-Aligned with type grid
Tagline	DIN Pro Medium X pt / X pt (13 pt) Green Two Left-Aligned with type grid
Tab Width	6% of page width
Tab Content	DIN Pro Regular ½ X pt / ½ X pt Green Two
Body Headlines	DIN Pro Regular 9.5 pt / 13 pt Green Two
Body Text	8.5 pt / 12 pt Black
NVIDIA Logo	Top-Left Corner



NVIDIA TESLA COMPUTING PROCESSOR SOLVE TOMORROW'S PROBLEMS TODAY

PETASCALE COMPUTING WITH TERAFLOP PROCESSORS

The NVIDIA® Tesla™ C1060 computing processor enables the transition to energy efficient parallel computing power by bringing the performance of a small cluster to a workstation. With 240 processor cores and a standard C compiler that simplifies application development, Tesla scales to solve the world's most important computing challenges—more quickly and accurately.

FEEDING THE RELENTLESS DEMAND FOR HPC PERFORMANCE

The NVIDIA® Tesla™ C1060 closes the gap between the demands placed by application performance and performance delivered by the computing processor. With the massively parallel architecture of the GPU, scientists and engineers can get a quantum jump in performance and continue to advance the pace of their work, guiding us to faster discovery in drug research, weather modeling, oil and gas exploration, computational finance, and more.

MANY-CORE ARCHITECTURE DELIVERS OPTIMUM SCALING ACROSS HPC APPLICATIONS

Scientists and engineers have made the transition to 'many core' computing because their problems have reached a complexity that required them to look for new ways to boost their work. With parallel performance from 240 cores, capable of concurrent execution of thousands of computing threads, these professionals can get accurate answers, faster. The number of processor cores has replaced MHz as the new metric for performance.

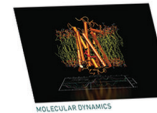
Revolutionary scalar, single, and double-precision floating-point performance enables solving a wide range of high-performance computing applications, whose complexity has outstripped the CPU's ability to solve them.

HIGH-EFFICIENCY COMPUTING PLATFORM FOR ENERGY- CONSCIOUS ORGANIZATIONS

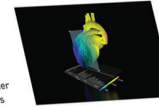
Unlike any other solution available in the HPC space, the Tesla C1060 delivers cluster-level performance in a power-efficient workstation. This "high density computing" allows every technical professional to have a dedicated high-performance supercomputer at their desk-side instead of building up a small cluster in the data center. This gives green-conscious organizations an excellent choice to achieve their desired level of computation without the build-up, management, and energy cost of a data center.

NVIDIA CUDA™ TECHNOLOGY UNLOCKS THE POWER OF TESLA'S MANY CORES

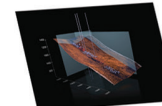
The CUDA C programming environment simplifies many-core programming and enhances performance by offloading the computationally-intensive activities from the CPU to the GPU. It enables developers to utilize NVIDIA GPUs to solve the most complex computation-intensive challenges such as protein docking, molecular dynamics, financial analysis, fluid dynamics, structural analysis and many others.



MOLECULAR DYNAMICS



LIFE SCIENCES



SEISMIC EXPLORATION

FEATURES AND BENEFITS

UNUSUAL 16-MODEL, 1600 CORE ARCHITECTURE WITH 240 PROCESSOR CORES	Solve complex problems on your workstation that traditionally required a cluster installation.
UNIQUELY ACCEPTED, EASY TO USE, C/C++ PROGRAMMING ENVIRONMENT	Easily express application parallelism to take advantage of the GPU's many core architecture.
SCALE TO TERAFLOPS WITH 240 CORES AND 16GB OF MEMORY	Solve large-scale problems by scaling to 1000s of cores across multiple GPUs.
USE THE SINGLE- & DOUBLE-PRECISION, 1.65 TFLOPS PER CORE	Achieve the highest floating-point performance from a single chip, while meeting the power requirements of your application.
ACCELERATED, TRANSFERRED, COMPACTLY	Reduce system performance by transferring data between with compactly.
4 GB GLOBAL MEMORY	Compute on larger data sets than before.
SHARED DATA MEMORY	Design of processor cores can collaborate using low-latency memory.
UNIQUE, HIGH-BANDWIDTH, 32 GB/s DATA MEMORY	Fast and high-bandwidth communication between CPU and GPU.
TESLA PROCESSORS AVAILABLE IN FLEXIBLE FORM FACTOR	Tesla workstation products and T1 systems enable deployment in a wide range of environments.

TECHNICAL SPECIFICATIONS

SUPPORTED OPERATING SYSTEMS

- Windows 7 (64-bit)
- Linux (64-bit)
- Solaris (64-bit)

SCALABLE SOLUTIONS

- Scalable to 1000s of cores across multiple GPUs
- Scalable to 1000s of cores across multiple GPUs

TESLA ARCHITECTURE

- Scalable parallel architecture
- Scalable parallel architecture
- Scalable parallel architecture

SOFTWARE DEVELOPMENT TOOLS

- CUDA C programming language
- CUDA C programming language
- CUDA C programming language

PRODUCT DETAILS

- Tesla C1060 (1600 cores)
- Tesla C1060 (1600 cores)
- Tesla C1060 (1600 cores)



Datasheet Back

NVIDIA TESLA 1 DATASHEET | JUNE 08

Quick Start Guide

Band Height	30%
Product Name	DIN Pro Medium ½ X pt / ½ X pt White Left-Aligned with type grid
Model	DIN Pro Medium X pt / X pt Green Two Left-Aligned with type grid
Document Function	DIN Pro Regular ⅔ X pt / ⅔ X pt White
NVIDIA Logo	Bottom-Left of page

Inside Green Header

Section Number	DIN Pro X pt / X pt Green Two
Section Description	DIN Pro Medium X pt / X pt White
Body Text	DIN Pro Regular 8.5 pt / 12 pt Black

**01 MINIMUM SYSTEM REQUIREMENTS**

Thank you for choosing
NVIDIA Quadro® CX.

Before you begin, please review the following
minimum system requirements to ensure your
system meets the requirements necessary to
enjoy the Quadro CX.

**Minimum System
Requirements****Operating System**

- > Microsoft Windows® XP 32-bit
- > Microsoft® Windows Vista® (64-bit and 32-bit)

Processor

- > Intel Pentium® 4 processor or higher
- > AMD Athlon™ processor or higher

RAM

- > 1 GB minimum, 2 GB recommended

System Interface

- > Dual slot with one (1) open PCI Express x16 slot

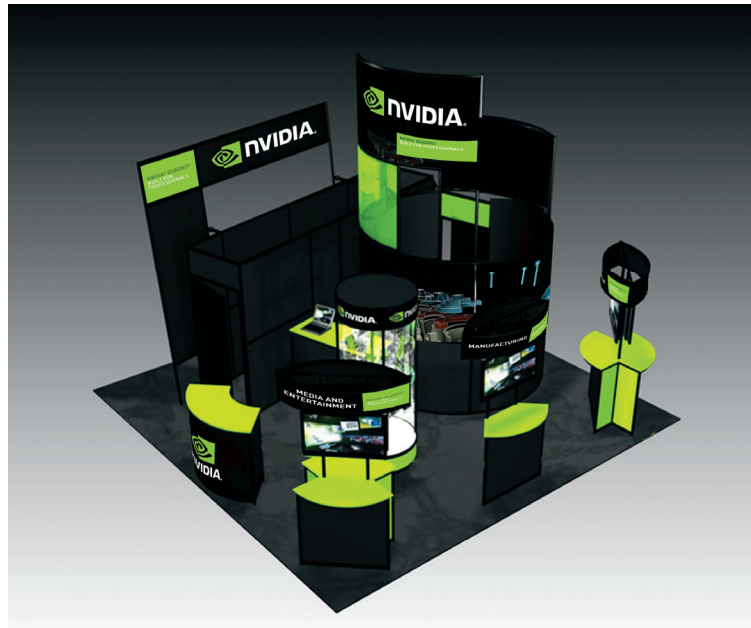
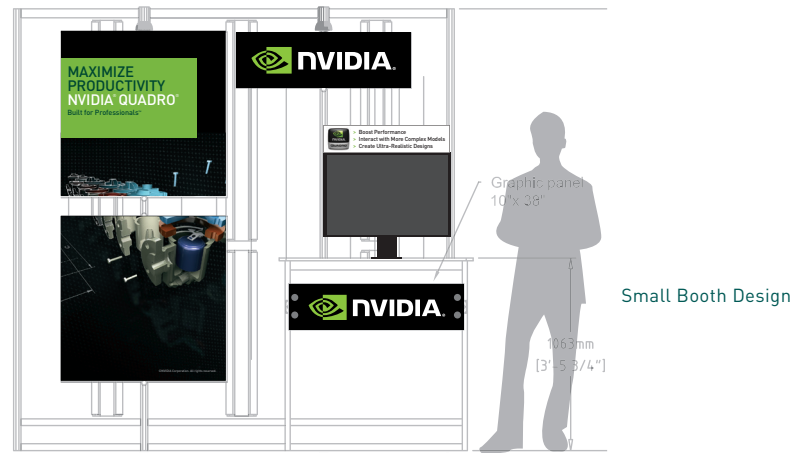
Power Supply

- > Single Quadro CX: 500 W

Content

ENVIRONMENTAL GRAPHICS

4.8



Medium Size Booth Design



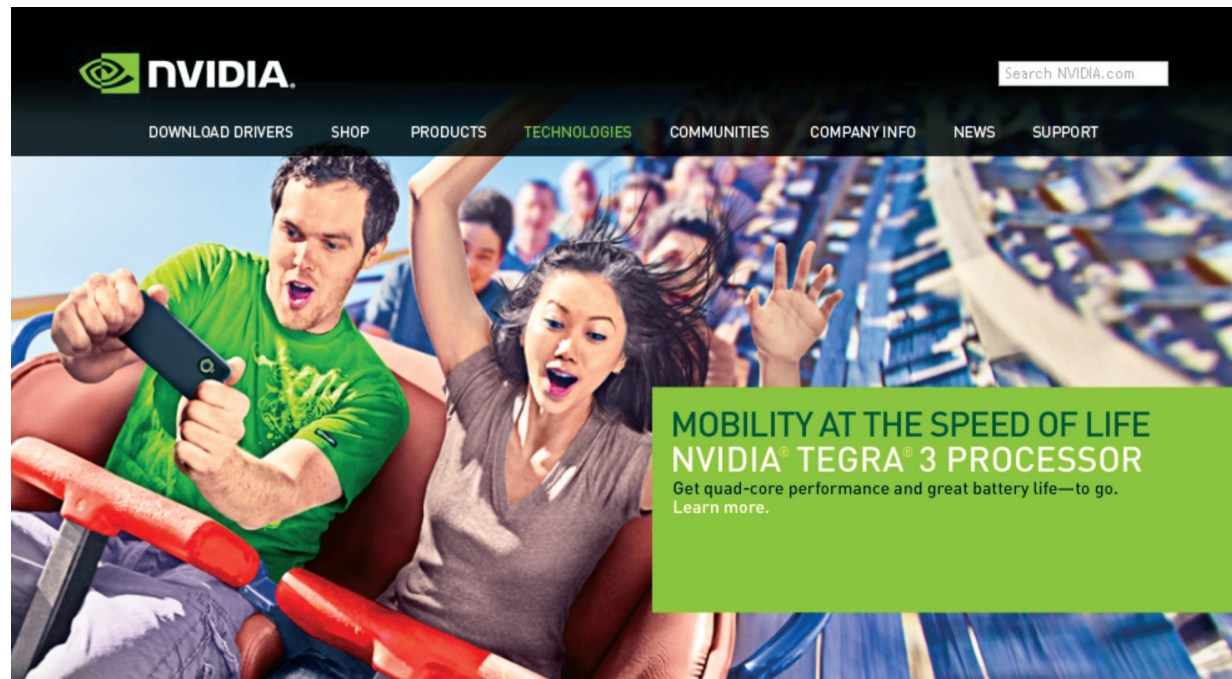
Automotive Wraps

ONLINE COMMUNICATIONS

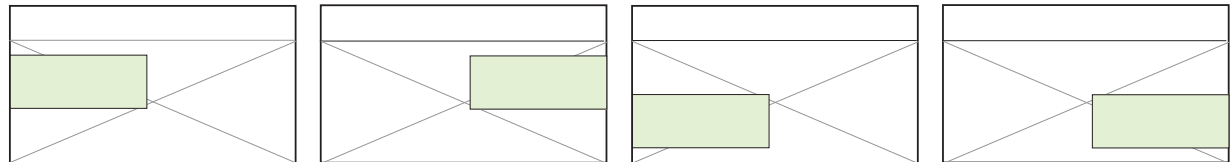
WEB MAIN FEATURE GRAPHICS

4.9

Band Height	50% (from top to bottom of image)
Tagline	DIN Pro Medium X pt / X pt Green Two
NVIDIA Product/ Technology/ Platform	DIN Pro Medium X pt / X pt White
Call To Action	DIN Pro Regular ¼ X pt / ¼ X pt Black / White
NVIDIA Logo	In site navigation



Web Main Feature Graphic



Possible Band Positions

ONLINE COMMUNICATIONS

4.10

Band Height

50% (from top to bottom of image)

Tagline

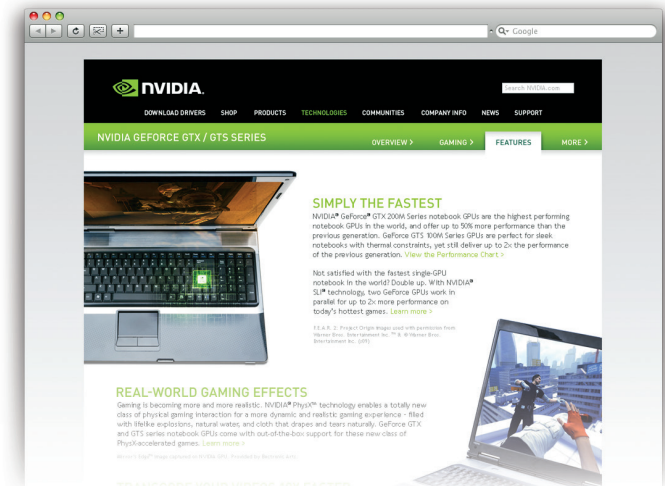
DIN Pro Medium
X pt / X pt
Green Two

Product

DIN Pro Medium
X pt / X pt
White



Secondary Page Feature Image (Band element is Optional)

Secondary Page Feature Image
(Uses stripe across page as branding reference)

ONLINE COMMUNICATIONS

4.11

Band Height

50% (from top to bottom of image)

Tagline

DIN Pro Medium
X pt / X pt
Green Two

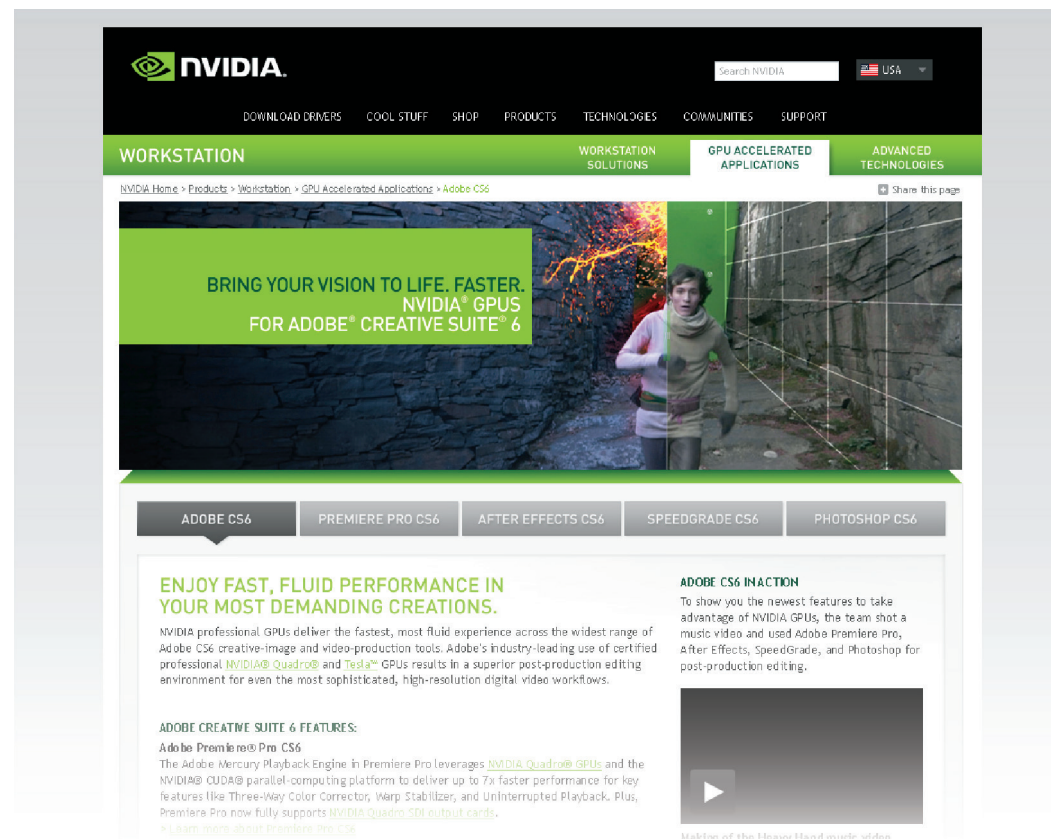
Product

DIN Pro Medium
X pt / X pt
White

NVIDIA Logo

In Secondary Band

(For partner communications the logo should remain in band to allow for a dedicated region of NVIDIA branding)



Partner Landing Page

NVIDIA CORPORATE BRAND GUIDELINES

PARTNER CO-BRANDING

05

OVERVIEW

5.1

The relationship of NVIDIA with its business partners is an important one, and the NVIDIA design system has been designed to accommodate instances where a partner wishes to co-brand with NVIDIA.

This section is designed to quickly cover how to effectively design with partner usage in mind, as well as application examples.

LOGO PLACEMENT CONSIDERATIONS

5.2

When placing partner logos into deliverables, respect any special guidance included with that logo (clear space requirements, minimum size, etc).

Additionally, use the following guidelines when placing next to an NVIDIA logo:

- > NVIDIA logo should be sized equally or larger to adjacent partner logos.
- > NVIDIA logo should never be smaller than the partner logo.
- > When available, use the vertical orientation of logos in order to closely match the square proportions of the NVIDIA vertical logo.
- > If a partner logo is horizontally oriented and no alternate version is provided, then the horizontal version of the NVIDIA logo may be used.
- > If appropriate, a vertical line (pipe) may be used to visually separate logos from one another.



When using partner logos, and multiple orientations are provided, attempt to use an orientation that matches the proportion of the NVIDIA logo used. Examples 1 and 2 above show how mismatching proportions causes one or the other logo to dominate.

LOGO PLACEMENT OUTSIDE OF THE BAND

5.3

Logo placement outside of the band is the preferred and most neutral approach to partner co-branding. Only use the options on the following pages if this placement orientation is not possible.

Use this option if:

- > Using NVIDIA design system with co-branded deliverable
- > NVIDIA logo is located outside of the band element
- > Imagery does not compete with NVIDIA logo

Do

- > Place logos in any of the document corners
- > Use two-color NVIDIA logo if possible
- > Leave adequate clear space for all logos and respect partner logo guidelines.

Do Not

- > Size the logos larger than 50% of the height of the band element.
- > Place logos on the same side of the document as the band element

LOGO ORDER

Whether the NVIDIA logo is placed first or last in the logo arrangement is determined by location of logos on the document. If logos are located on the left side of the document, the NVIDIA logo should act as the sign-on, located first. If on the right side, the NVIDIA logo should act as the sign-off, located last.



Co-Branded Poster Ad (NVIDIA Logo signs-off)



Co-Branded Event 3' x 8' Standing Event Banner Example



Other Possible Logo Arrangements
(left) NVIDIA logo signs-off
(right) NVIDIA logo signs-on

LOGO PLACEMENT IN TAB

5.4

If placing logos outside of the band element is not possible (imagery competes with logos, partner disallows any elements on top of image), then an alternative option for logo placement is in the tab segment of the band element.

Do

- > Place the NVIDIA logo first, followed by partner logo beneath.
- > Use the single color, white versions of both logos when possible
- > Start the band element on the left side of the page with the platform and finish on the right side of the page with the tab.
- > Align the logos in the tab with same relative position of the copy in the platform.

Do Not

- > Make Tab element larger than the 15% of the overall width of the document
- > Use full-color, fully rendered versions of logos
- > Place the NVIDIA logo beneath partner logos
- > Start with the tab on the left side of the page and finish with the platform on the right side of the page.
- > Extend the band platform more than 50% the width of the document when using the tab.
- > Place more than two logos in the tab.



Start the band element with the platform (left side), and finish with the tab (right side)

Tab element not to exceed 15% of overall document width



Do not lead with the tab, then the platform.

LOGO PLACEMENT IN THE BAND

5.5

In the rare case that both of the previous logo placement suggestions are not possible to use, such as a banner created for events with no other logo placement options, *then and only then* may partner logos be placed in the platform area of the band element.

Use this option if:

- > Format is extremely horizontal or limited space for logo placement is available
- > No other option for co-branding is available.
- > The image asset used (if applicable) restricts any assets being placed on top of it (e.g. certain screen captures from games).

Do

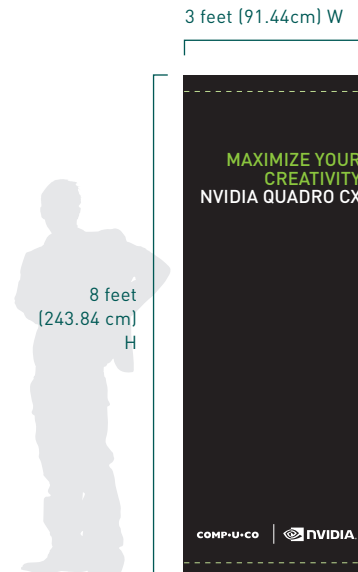
- > Use single color (white) versions of logos
- > Use horizontal versions if available to maximize breathing room for elements the band element
- > Size type appropriately

Do Not

- > Place logos in the band if an acceptable placement area exists outside of the band.
- > Sign-on with partner logo if all logos are located on the left side of band.
- > Sign-off with partner logo if all logos are located on the right side of band

POTENTIAL APPLICATIONS

- > Tradeshow Banners
- > Standing Banners with full green or black treatment



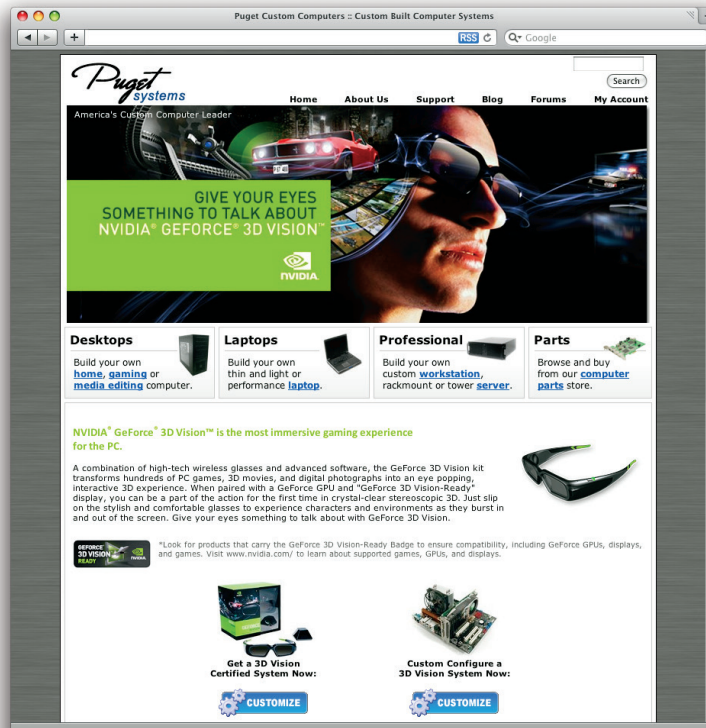
3' x 8'
Standing Banners



Large Format Tradeshow Banners
(NVIDIA logo signs on if located on left side of band, signs-off if located on right side)

EXAMPLES WEB ADVERTISING

5.6



Region containing key visual, brand element, headline, and NVIDIA logo remains clear of any partner logos, branding, or design features.



EXAMPLES

WEB ADVERTISING VIOLATIONS

5.7

Key Visual was modified and combined with partner imagery



Platform begins and ends in the middle of the page – appears to be a box.

Typeface used is not DIN Pro or Trebuchet
Text not aligned to any side.

NVIDIA logo not given proper clear space

EXAMPLES

ENVIRONMENTAL GRAPHICS

5.8



EXAMPLES PRINT COLLATERAL

5.9

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FIGHT LIKE A GIRL!
Visit the GirlGamer.com Booth and play for a chance to win an NVIDIA-based MSI gaming notebook!

Play *Mirror's Edge*™ on the hottest gaming notebooks by MSI with NVIDIA graphics. If you have what it takes, you could walk away with your very own gaming notebook!*

*Enter the daily tournament for your chance to win an MSI notebook, games, t-shirts, and other cool daily prizes.

Horizontal NVIDIA logo best matches
adjacent partner logo proportions

NVIDIA CORPORATE BRAND GUIDELINES

TRADEMARKS

06

PROPER WRITING OF NVIDIA TRADEMARKS

As a leading brand, NVIDIA vigorously protects its trademarks. Every one of us is a shepherd of this brand, so please follow these important guidelines.

NVIDIA is always written in upper case.

Attribute an NVIDIA Trademark Whenever Possible
Use the ™ (trademark), ® (registered trademark), or ℠ (service mark) symbol the first time you refer to one of NVIDIA's trademarked products or services in an external document. Be sure to superscript these marks in all cases. You can drop the trademark in subsequent uses but should reiterate it periodically in longer documents (every couple pages, front and back of a box, etc.)

PRECED E PRODUCT NAMES WITH "NVIDIA"

On first use of most product names, precede the name with "NVIDIA" (NVIDIA nView multi-display technology), with the exception of headlines if the addition of NVIDIA makes it too long. In that case, use it in the next mention (subhead or body text). After that, you can refer to the product more simply, such as nView.

DO NOT Use The ® after NVIDIA if referring to the Company, only in product references.

- ✗ NVIDIA® provides industry-leading GPUs.
- ✓ Count on NVIDIA® GeForce® graphics for great gaming.

LEGAL INFORMATION

© 20XX NVIDIA Corporation. All rights reserved. NVIDIA, the NVIDIA logo, and <list only the product names mentioned and the logos included> are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. All other trademarks and copyrights are the property of their respective owners.

NOTE: NVIDIA requires a minimum font size of six point type for trademark/legal attribution.

Examples



PRONOUNCE NVIDIA

[en-VID-eeyah]

COMMON TRADEMARKS

NVIDIA 3D Vision® (technology, glasses, or kit) in first usage, 3D Vision™ after

NVIDIA® CUDA®

NVIDIA® GeForce®

NVIDIA® Maximus™

NVIDIA® Optimus™

NVIDIA® Quadro®

NVIDIA® Tegra®

NVIDIA® TegraZone™

NVIDIA® Tesla®

NVIDIA® Kepler™

NVIDIA CORPORATE BRAND GUIDELINES

WRITING

07

VOICE AND LANGUAGE

The following section highlights some key guidelines for NVIDIA style, voice, and grammar. Please refer to the *American Heritage Dictionary* for spelling questions and the *Chicago Manual of Style* for more information on grammar and usage.

VOICE AND LANGUAGE

Use straightforward language and a natural, conversational voice when writing copy. Remember, our audiences are always asking themselves: what's in it for me? Communicate persuasively and demonstrate that we understand their unique challenges and perspectives. And lead them to the appropriate action—whether it's to buy or to get more information.

In general, follow these main style guidelines:

- > Use active, present-tense voice and plain language.

Example:

Passive: The software was installed on the system by the technician.

Active: The technician installed the software on the system.

- > Keep words and sentences simple.
- > Make it easy for readers to scan the main points.
- > **Be bold, brief, and clear.**

MAX PAYNE 3

GEAR UP FOR BULLET TIME.®
UPGRADE YOUR FIREPOWER
WITH NVIDIA® GEFORCE® GTX.

TAKE ON MAX PAYNE® 3 WITH THE ULTIMATE GRAPHICS WEAPON.
All Hell's breaking loose in South America. You need the best weapon to survive—and dominate. Experience every highly detailed, gritty environment with advanced technologies like NVIDIA Surround™ and DirectX 11.

Is your PC ready for *Max Payne® 3*?

[CHECK NOW](#)

NVIDIA GEFORCE® GTX

COMMAS (“SERIAL”)

- > In a series consisting of three or more elements, separate the elements with commas.
- ✗ Install the monitor, the hard drive and the mouse.
- ✓ Install the monitor, the hard drive, and the mouse.

ABBREVIATIONS

- > Spell out an abbreviation the first time you use it in text (as a rule), then follow it with the shortened form within parentheses, as in “high-resolution antialiasing (HRAA).” In subsequent usage, just use the abbreviation unless the document is long and you need to remind the reader.

ACRONYMS

- > Some (for example, “PC”) are so widely used that a definition would be distracting. Don’t spell them out.
- > Plural form: Add an “s,” but no apostrophe (GPUs).
- > Heading: When you use an acronym in a heading, don’t spell it out. However, spell it out in the first or second sentence and use the acronym (again) in parentheses.

ITALICS

- > Italicize all game titles (as well as publication titles) in copy.

CAPITALIZATION

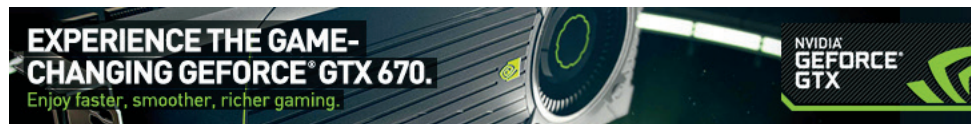
- > As a rule, don’t capitalize the spelled-out version of a word.
- > Compound words: Always capitalize the second word in a compound word that’s part of a title. (NVIDIA Introduced Its Multi-Display Technology.)
- > Conjunctions: Do not capitalize conjunctions (and, as, but).
- > Prepositions: Capitalize prepositions of five letters or more (ex: Steps **Throughout** the Document).

SOME TIPS FOR MORE EFFECTIVE WRITING

7.3

SET THE STAGE

- > Lead with a powerful, clear message up front (in the headline) to engage readers and preview the content to come.
- > If the headline doesn't clearly summarize the content, be sure that the subhead does (or copy immediately following).

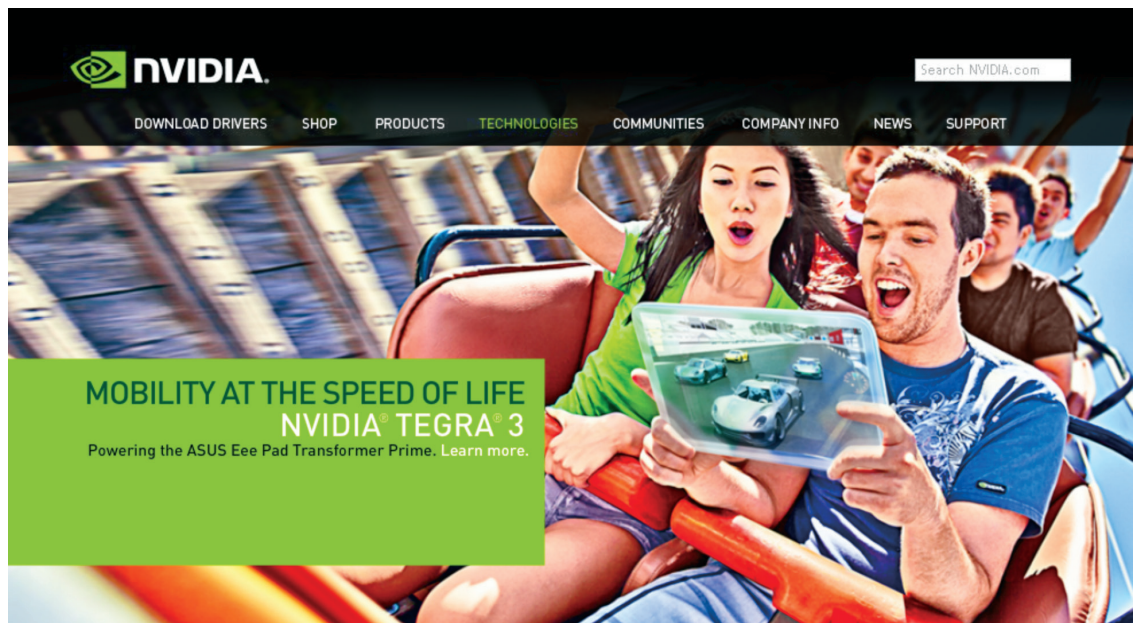


REDUCE FRICTION

- > The copy should not be daunting for a reader. Keep it punchy and use subheads and bullets where appropriate for easy scanning. Consider links for further detail.
- > Keep sentences short. According to MacMillan College Publishing Company, a sentence for an average audience should contain a maximum of 17 to 20 words.

EXPLAIN WHY, THEN HOW

- > Focus on what the reader can do with the solution (value/benefit/address pain point), then how the solution helps make it happen.



SOME TIPS FOR MORE EFFECTIVE WRITING

7.4

EXPLAIN WHY, THEN HOW

- > Focus on what the reader can do with the solution (value/benefit/address pain point), then how the solution helps make it happen.

REDUCE FRICTION—THE SEQUEL

- > Be consistent in punctuation, capitalization, hyphenation, caps usage, etc.
- > Pay attention to parallel construction (every bullet starts with a verb; all headers are complete sentences; etc.)
- ✗ Non-parallel bullets (mix of active and features):
 - > Up to 4x faster performance
 - > Multi-tabbed browsing lets you do more
 - > Experience Blu-ray quality video
- ✓ Parallel bullets (all active):
 - > Get up to 4x faster performance
 - > Do more with multi-tabbed browsing
 - > Experience Blu-ray quality video



SUGGESTED CHARACTER/WORD COUNT

7.5

Ad

Headline Max 45 characters (w/spaces)

Subhead/CTA Max 35 characters (w/spaces)

(Note that both the headline and subhead are short, active, and relevant to the key image.)

Body Subhead Max 45 characters (w/spaces)

Body Copy Max 70 words

(Note that the subhead and body copy are active and relevant to the key message. There's also a clear call-to-action.)



GEAR UP FOR BULLET TIME®.
UPGRADE YOUR FIREPOWER WITH NVIDIA® GEFORCE® GTX.

MAX PAYNE 3

TAKE ON MAX PAYNE® 3 WITH THE ULTIMATE GRAPHICS WEAPON. All Hell's breaking loose in South America. You need the best weapon to survive—and dominate. Experience every highly detailed, gritty environment with advanced technologies like NVIDIA Surround™ and DirectX 11.

Is your PC ready for *Max Payne® 3*?

[CHECK NOW](#)

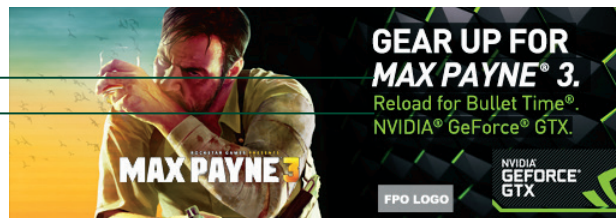
NVIDIA GEFORCE GTX

Banner

Head Max 35 characters (w/spaces)

Subhead/CTA Max 40 characters (w/spaces)

(Note that both the headline and subhead are short, active, and relevant to the key image.)



GEAR UP FOR MAX PAYNE® 3.
Reload for Bullet Time®.
NVIDIA® GeForce® GTX.

MAX PAYNE 3

FPO LOGO

NVIDIA GEFORCE GTX

SUGGESTED CHARACTER/WORD COUNT

7.6

Ad**Head**

Max 45 characters (w/spaces)

(Note that both the headline and subhead are short, active, and relevant to the key image.)

Body Copy

Max 70 words

(Note that the subhead and body copy are active and relevant to the key message. There's also a clear call-to-action.)



BRING YOUR VISION TO LIFE. FASTER.
NVIDIA® GPUs
FOR ADOBE® CREATIVE SUITE® 6

Bring your vision to life faster in Adobe® Creative Suite® 6 with powerful NVIDIA professional graphics solutions. NVIDIA® Quadro® and Tesla® GPUs deliver the fastest, most fluid experience across the widest range of Adobe CS6 creative-image and video-production tools. Adobe leads the industry in leveraging these powerful GPUs to deliver a superior post-production environment for even the most sophisticated, high-resolution digital video workflows.

For more information, visit www.nvidia.com/cs6

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